

LIFE



INDOOR TENNIS AT VASSAR

FEBRUARY 1, 1937

10 CENTS

Gangway FOR LIGHTNING-ACTION



No matter how bitter the cold, their car gets under way to a double-quick morning start.

They enjoy *Lightning-Action* even in winter. For Fire-Chief gasoline is altered to meet the weather conditions of the time of year.

For winter driving, Texaco Fire-Chief is made high in volatility. That is why it vaporizes im-

stantly for quick starts, even in sub-zero weather.

Fire-Chief gasoline gives you *complete firing...* full power generated and delivered in 1/100th of a second, or less! That is what we mean when we say it gives you *Lightning-Action*.

Use Fire-Chief gasoline this winter and enjoy double-quick starts! At Texaco Dealers everywhere.



HEAR EDDIE CANTOR
Every SUNDAY NIGHT
Columbia Network
8:30 EST 7:30 CST
9:00 MST 8:00 PST

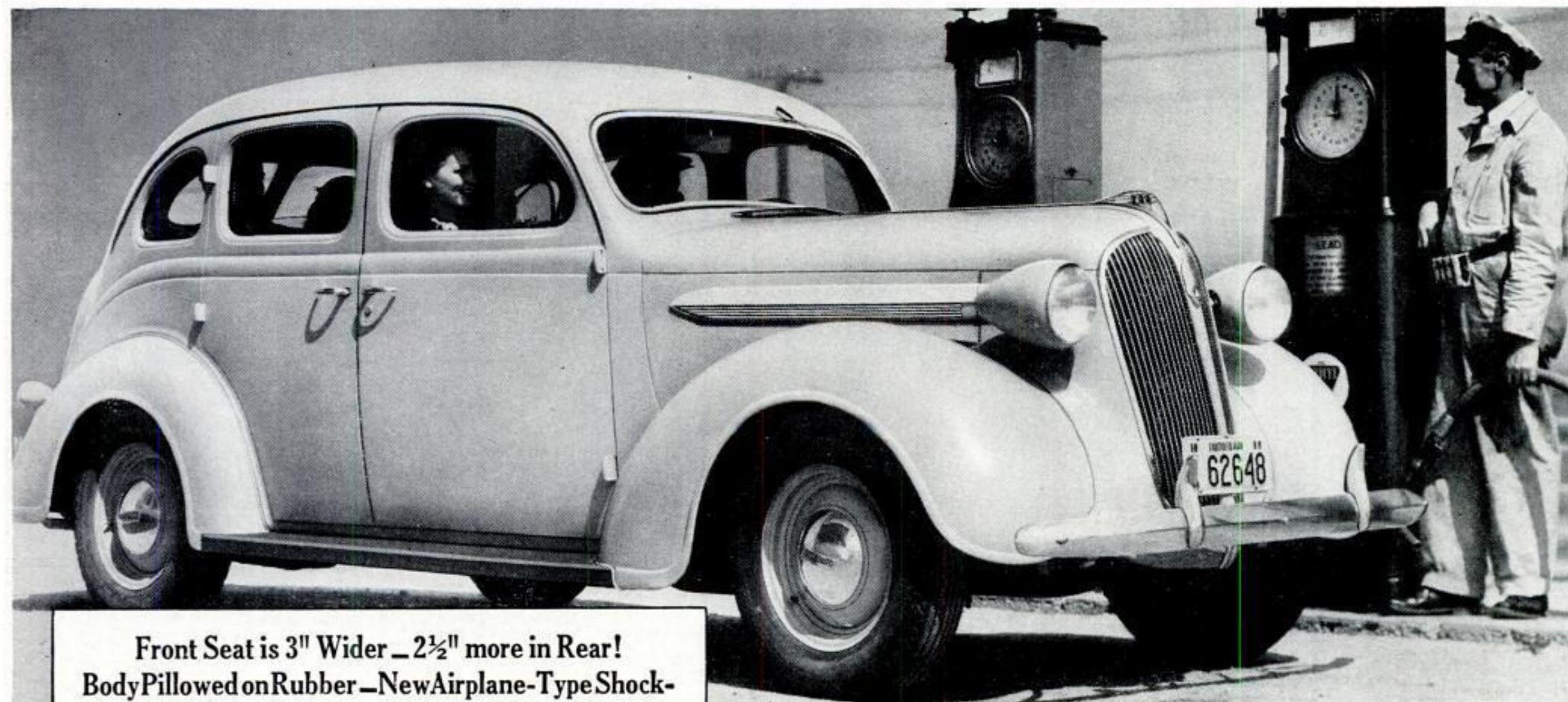
TEXACO

FIRE-CHIEF

SEE HOW PLYMOUTH SAVINGS PILE UP!

COSTS LESS!

Owners Report 18 to 24 Miles Per Gallon of Gas—You'll save on Oil Consumption—Tires—Run Far and Save Money—Plymouth Stands Up so well Repairs are Negligible—It Uses Regular Gas—and Plymouth Resale Value has always been Highest of "All Three"



Front Seat is 3" Wider— $2\frac{1}{2}$ " more in Rear!
Body Pillowed on Rubber—New Airplane-Type Shock-
Absorbers—Sound-Proofed Like a Radio Studio
—And Priced with the Lowest!

HERE'S the biggest and most beautiful of "All Three" low-priced cars! But it's the most economical full-size car in America! Owners report 18 to 24 miles per gallon.

And look at the extra value you get in this 1937 Plymouth!

SAFETY!...sensational Safety Interior...All-Steel Body...double-action Hydraulic Brakes. Easy steering that makes driving really restful...and parking a cinch!

COMFORT!...new Sound-

proofed Interior shuts out noise; new Airplane-type Shock-Absorbers float you over bumps; new Body Mountings end vibration and road-hum. Also a new Hypoid rear axle, formerly in costly cars only...Floating Power engine mountings.

AND REMEMBER—Plymouth has always had HIGHEST RE-SALE VALUE of "All Three" low-priced cars. See Plymouth before you buy any car! PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Mich.

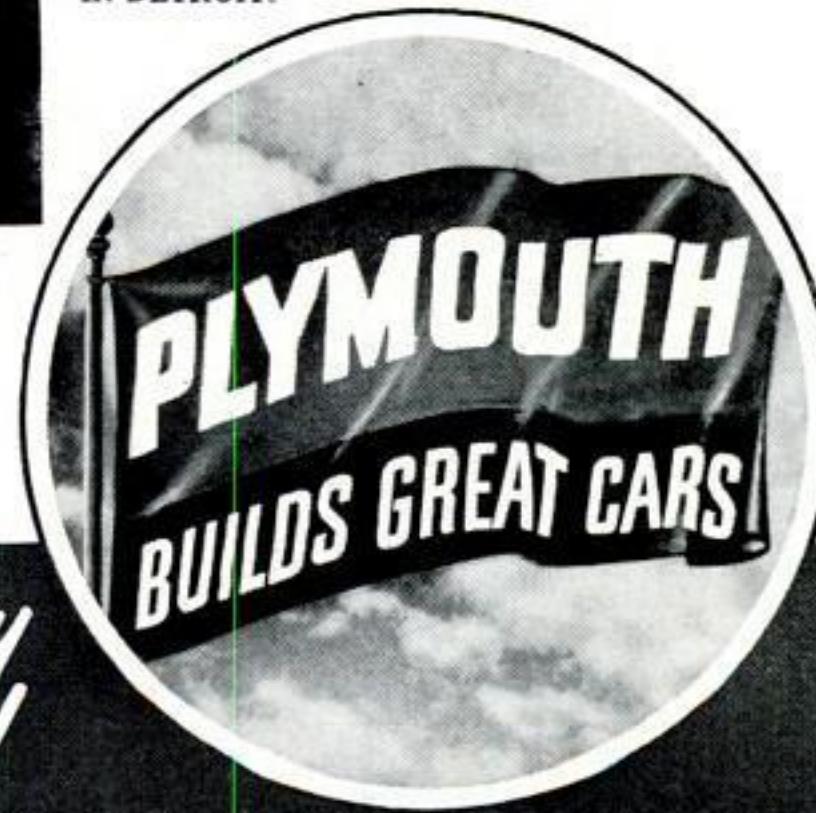
THE BEAUTIFUL, new and amazingly economical, 1937 Plymouth De Luxe Four-Door Touring Sedan.



PRICED WITH THE LOWEST. DELIVERED IN DETROIT—Prices start at \$580 for the Business Coupe, including front and rear bumpers, spare tire and all Federal taxes. Only local taxes, optional equipment, transportation (if outside Detroit), and finance charges, if you buy on Time Payment Plan, are extra. Model illustrated...De Luxe 4-Door Touring Sedan—\$755 DELIVERED IN DETROIT.

ECONOMICAL! Calibrated Ignition gets the utmost power and mileage from the big, 6-cylinder "L-head" engine...on regular gas!

EASY TO BUY: Low terms offered by the Commercial Credit Company through Chrysler, De Soto and Dodge Dealers.



PLYMOUTH

*The Best Buy
of All Three!*

Beginning February first **LIFE** costs \$4.50 a year

As announced a fortnight ago, LIFE's regular subscription price supersedes the temporary \$3.50 rate for Charter Subscribers on Monday, February 1. On and after that day, LIFE's price is \$4.50 a year (\$5.00 in Canada.)

The subscription offices are still running three weeks behind schedule because of the unheard-of demand for LIFE. Until the publishers can satisfy the demand in the United States and Canada, LIFE cannot accept any further foreign subscription orders.

WARNING!

No door-to-door solicitors are authorized to sell LIFE at any price, and the publishers cannot accept responsibility for subscriptions given to traveling agents. No one is authorized to sell subscriptions for less than \$4.50 a year, LIFE has no two-year rate, no three-year rate. LIFE is not sold in combination with any other magazine. LIFE makes no trial offers, no cut-rate offers, no group subscription offers.

Subscriptions may be sent direct to LIFE, Chicago, Illinois, or they may be placed through your own regular magazine agent, book-store, or newsdealer.



LIFE — **LIFE** — **LIFE** — **LIFE** — **LIFE** — **LIFE**

HOW TO WIN FRIENDS AND INFLUENCE PEOPLE

JOHN D. ROCKEFELLER, Sr. once said: "The ability to deal with people is as purchasable a commodity as sugar or coffee. And I will pay more for that ability than for any other under the sun."

Wouldn't you suppose every college would conduct practical courses to develop this "highest-priced ability under the sun?" To our knowledge, none has.

How to develop that ability is the subject of Dale Carnegie's amazing new book.

A few years ago Chicago University and the United Y.M.C.A. Schools made a survey to find out the prime interest of adults. The survey took two years, cost \$25,000. It indicated that their first interest is health—and their second, how to understand and get along with people; how to make people like you; how to win others to your way of thinking.

Wouldn't you suppose that after the members of this survey committee had decided to give such a course, they could readily have found a practical textbook? They searched diligently—yet could find none suitable.

The book they were looking for was published on Nov. 27, and became an overnight best seller. 25,000 copies were sold last week alone. It is the most popular non-fiction book in America today!

A New Book—and the Man Behind It

It is called *How to Win Friends and Influence People*—and is written by the one man who is perhaps better qualified to write it than anyone else.

Dale Carnegie is the man to whom the big men of business come for practical guidance on the subject of getting along with people, dealing with them successfully, winning others to their own way of thinking. During the last 24 years he has trained more than 15,000 business and professional men and women—among them some of the most famous in the country.

When he conducts his course on Public Speaking and How to Influence People in the ballroom of the Hotel Commodore or The Pennsylvania, or the Hotel Astor (the second largest hall in New York) the place is packed to capacity. Large organizations—such as The New York Telephone Co., Westinghouse Electric and Manufacturing Company, and many others listed elsewhere on this page—have had this training conducted by Mr. Carnegie in their own offices for their members and executives.

This new book, *How to Win Friends and Influence People*, grew and developed out of that vast laboratory of experience. As you can judge from the panel at the top of this advertisement, it is as practical as 24 years of actual successful experience with the problems of thousands of people in all walks of life can make it.

Consider the Case of Michael O'Neil

Michael O'Neil lives in New York City. He first got a job as a mechanic, then as a chauffeur.

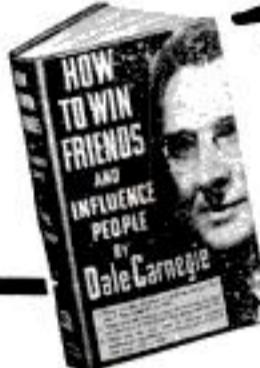
When he got married he needed more money. So he tried to sell automobile trucks. But he was a terrible flop. He suffered from an inferiority complex that was eating his heart out.

On his way to see any prospect, he broke out into a cold sweat. Then, before he could get up enough courage to open the door, he often had to walk up and down in front of an office half a dozen times.



LOWELL THOMAS

Most famous news commentator in the world, says about Dale Carnegie:
"I have known him for 20 years. This man, by inspiring adults to blast out and smelt some of their hidden ores, has created one of the most significant movements in adult education. He is indeed a wizard in his special field."



The January number of "The Reader's Digest" has just devoted 10 pages to this volume—because, in their words, "From Mr. Carnegie's extensive reservoir of experience has come the wealth of anecdote and common sense lessons in human relations in which HOW TO WIN FRIENDS AND INFLUENCE PEOPLE abounds."

THIS IS A BIG BOOK OF THIRTY-SEVEN CHAPTERS, INCLUDING:

The Big Secret of Dealing with People
Six Ways to Make People Like You Instantly
An Easy Way to Become a Good Conversationalist
A Simple Way to Make a Good First Impression
How to Interest People
Twelve Ways to Win People to Your Way of Thinking
A Sure Way of Making Enemies—and How to Avoid It
The Safety Valve in Handling Complaints
How to Get Cooperation
A Formula That Will Work Wonders for You
The Movies Do It. Radio Does It. Why Don't You Do It?
Nine Ways to Change People Without Giving Offense or Arousing Resentment
How to Criticize—and Not Be Hated for It
How to Spur Men on to Success
Making People Glad to Do What You Want
Letters That Produced Miraculous Results
Seven Rules for Making Your Home Life Happier



DALE CARNEGIE

Dale Carnegie is the man the men of business come to for practical instruction in getting along with people. During the last 24 years, he has trained more than 15,000 business and professional men—more than any other living man.

Large organizations such as:

Westinghouse Electric & Manufacturing Co.
Brooklyn Chamber of Commerce
New York Telephone Co.
Philadelphia Chamber of Commerce
Bell Telephone Co. of Pennsylvania
Philadelphia Electric Co.
American Institute of Electrical Engineers, New York
McGraw-Hill Publishing Company, New York
Philadelphia Gas Works Co.
Carrier Engineering Corporation
Philadelphia Association of Life Underwriters

have had this training conducted in their own offices for their members and executives.

This new book is a direct result of Dale Carnegie's experience, the only working manual of its kind ever written to help people solve their daily problems in human relationships.

SEND NO MONEY

**Try Dealing THIS WAY With People
—for Just FIVE Days!**

This book has been published for only a short time. Yet it is already a best seller. The presses are now running continuously to turn out 5,000 copies each day.

When you get your copy simply read it; there are no "exercises" to be practiced. Then try for five days Dale Carnegie's simple method of dealing with people. Judge for yourself, in your daily social or business life, how easily whatever you do, say, or write can win the friendship and the hearty cooperation of others—instead of arousing resentment, friction, and either a negative response or no action at all.

It is not necessary to send any money now. You may pay for "How to Win Friends and Influence People" when it is delivered—with the definite understanding that its price of only \$1.96 will be refunded to you if you wish it. If this book does what we claim, it will mean more to you than ANY book you have ever read. If it doesn't, we do not want you to keep it. Mail this coupon at once.

SIMON and SCHUSTER, Dept. 622, 386 Fourth Ave., New York



SIMON and SCHUSTER, Publishers
Dept. 622, 386 Fourth Ave., N. Y. C.

Please send me *How to Win Friends and Influence People*. I will pay postman only \$1.96 plus few cents postage charges. It is understood that I may read it for 5 days and return it for refund if I then feel that it does not in every way live up to the claims made for it.

Name.....

Address.....

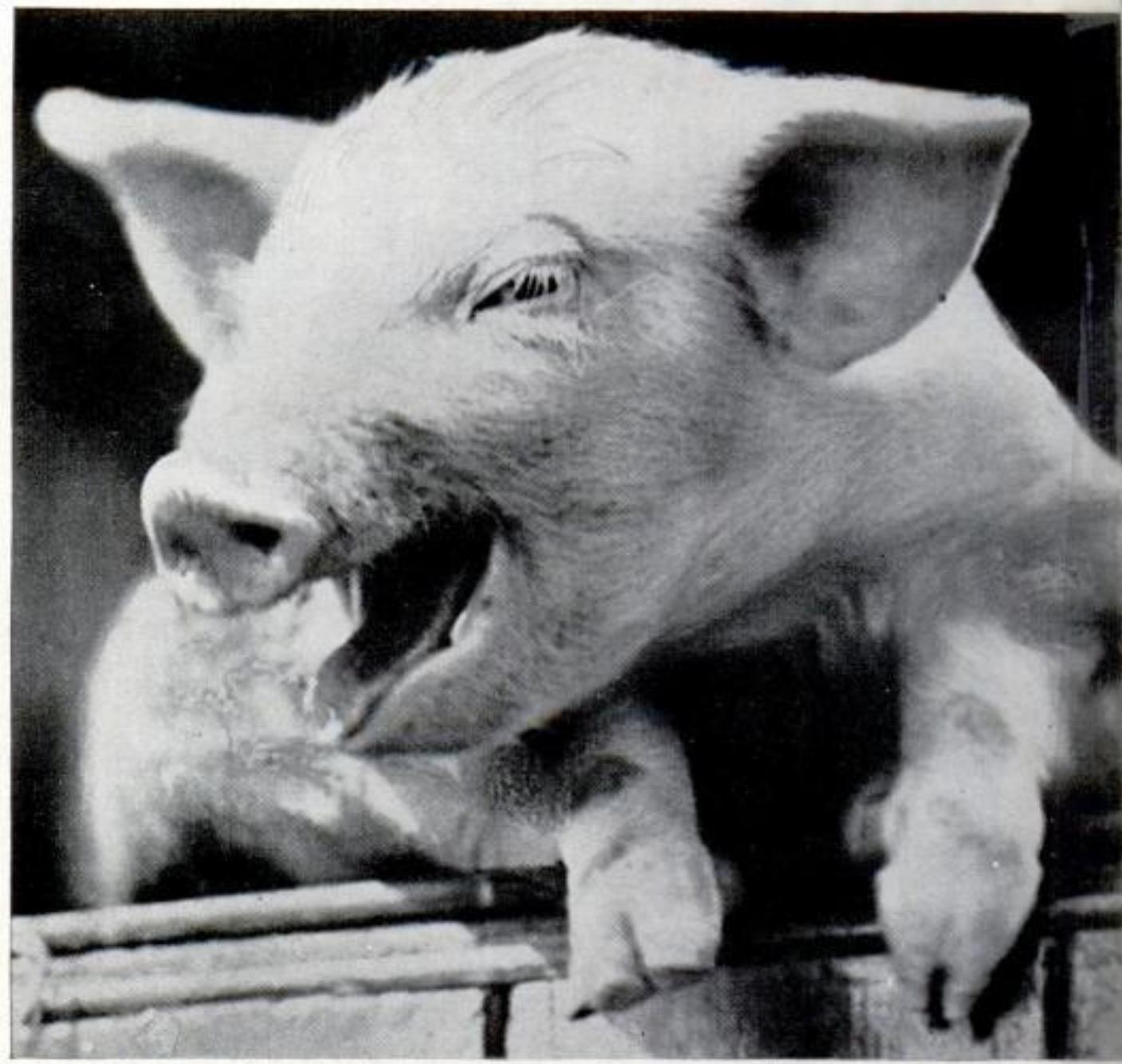
City..... State.....
 Check here if you prefer to enclose \$1.96 plus 4c New York Sales Tax WITH this coupon, in that case WE will pay the postage charges. The same refund privilege applies of course.

NOTE: If resident of New York City add 4c for City Sales Tax.

SPEAKING OF PICTURES . . .



This is a **sensual** pig, thoroughly satisfied with himself. His picture suggests a bachelor uncle who takes pretty girls out, with the best of manners but the worst of intentions.



This is J. P. Morgan's pig, commonly known among photographers as the "little laughing pig." It lived and died happily on that banker's big farm in Aldenham, England.

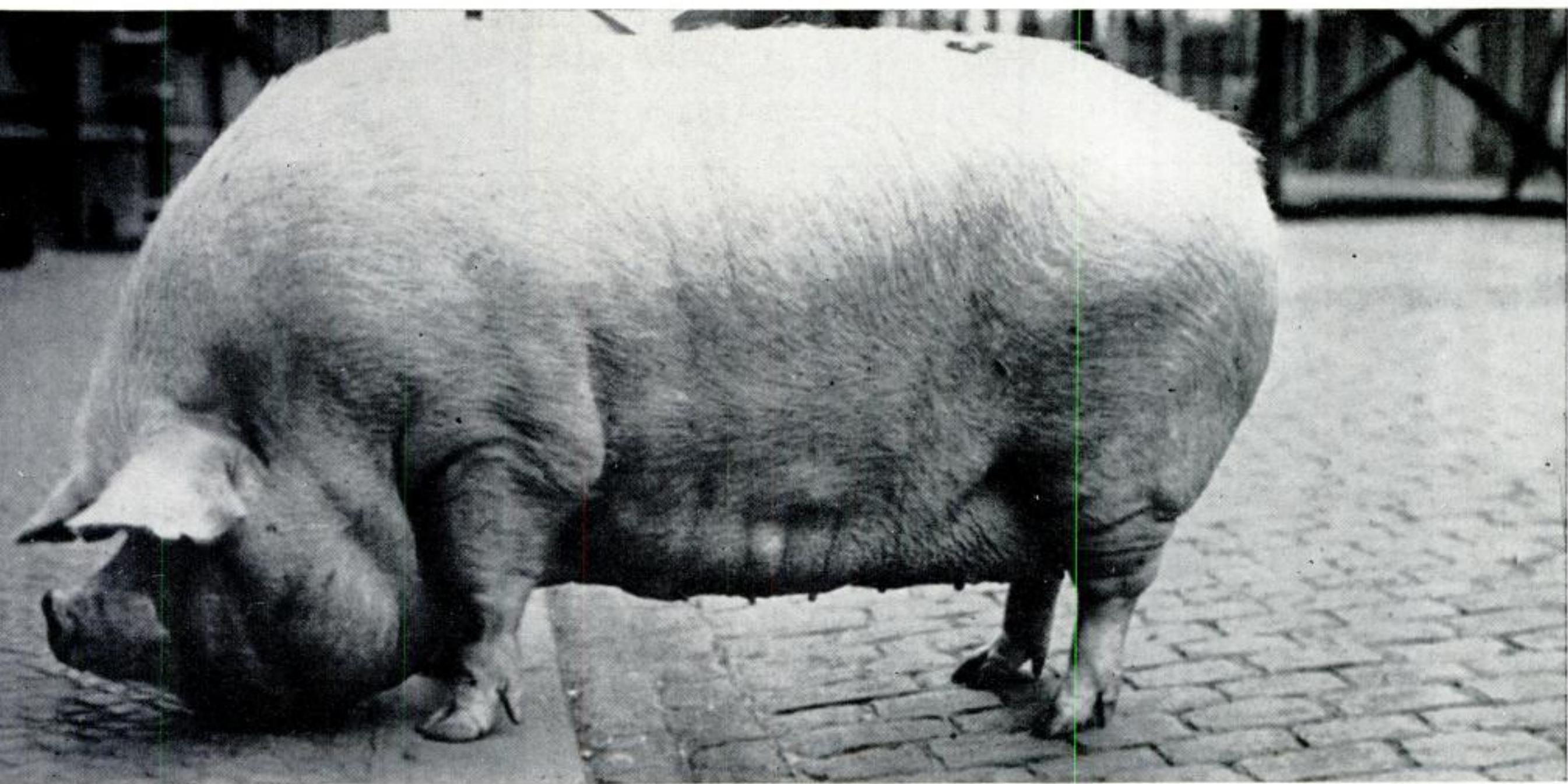


All the fine qualities of a pig's face are summed up in this excellent and revealing portrait study. His fat stomach is full. He has just grunted. He feels very, very comfortable.

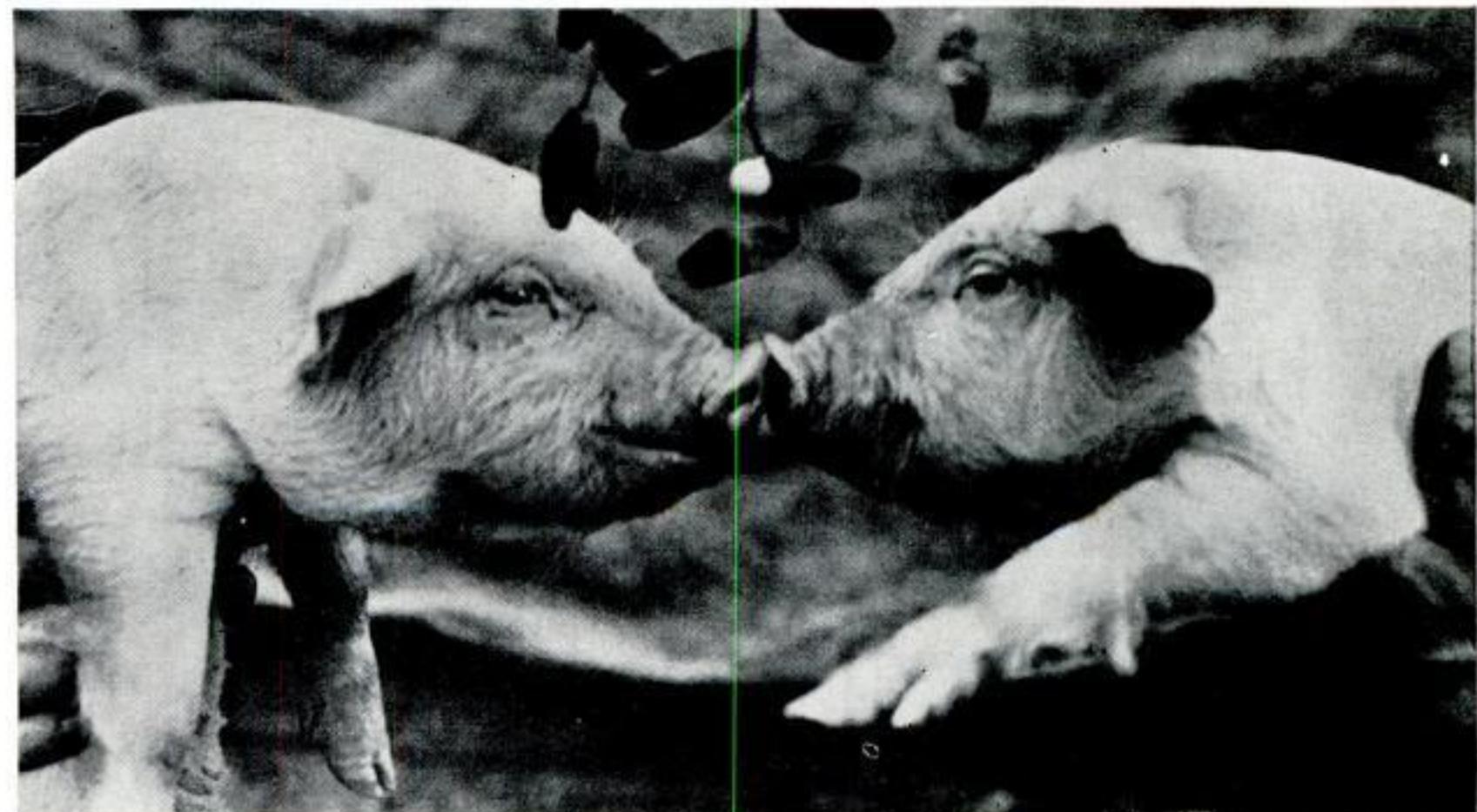


A pig can leer more effectively than any other animal. This leering piglet is the special pet of a young lady in Margate, England, who takes him for walks on a lead.

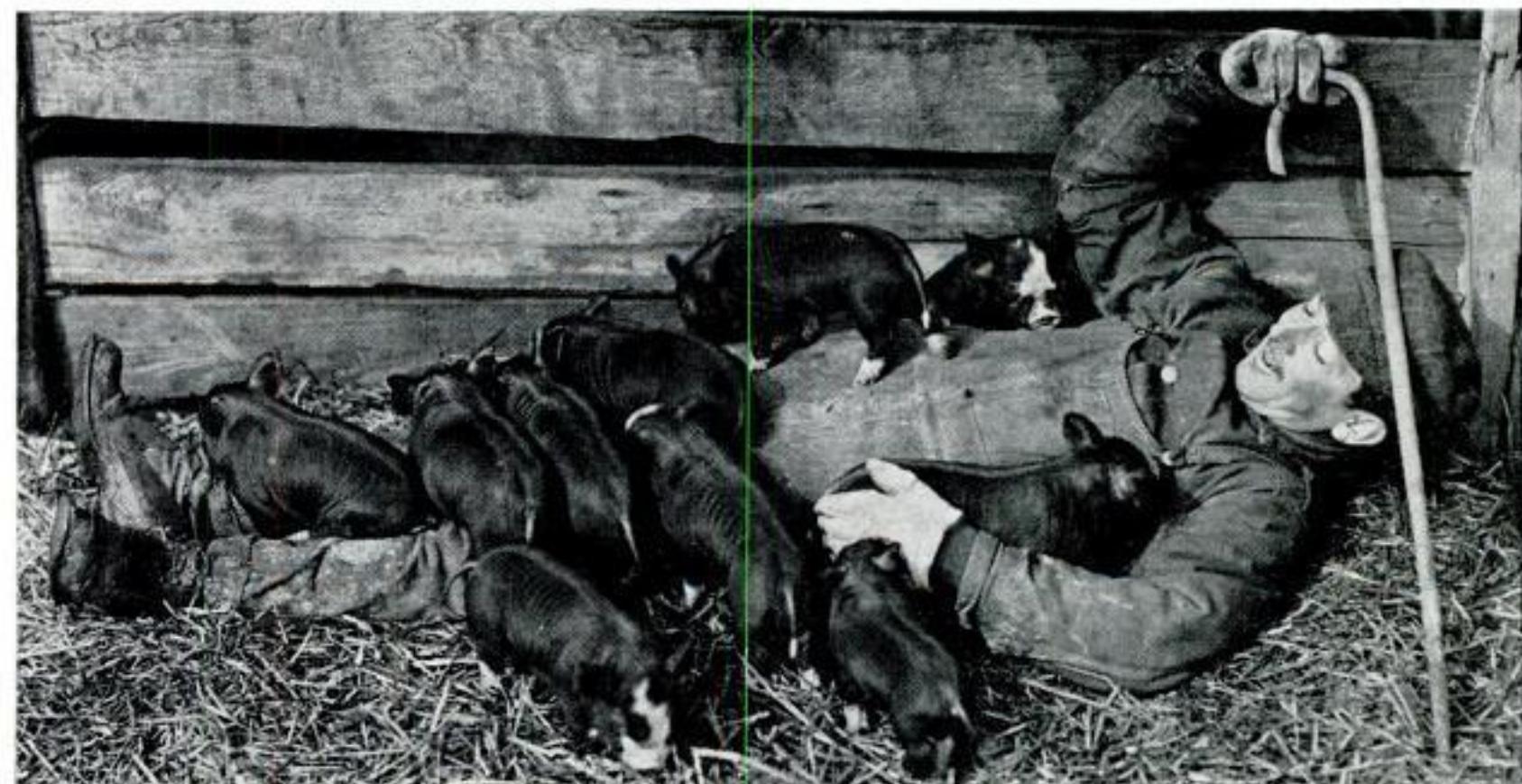
... PIGS MAKE GOOD ONES



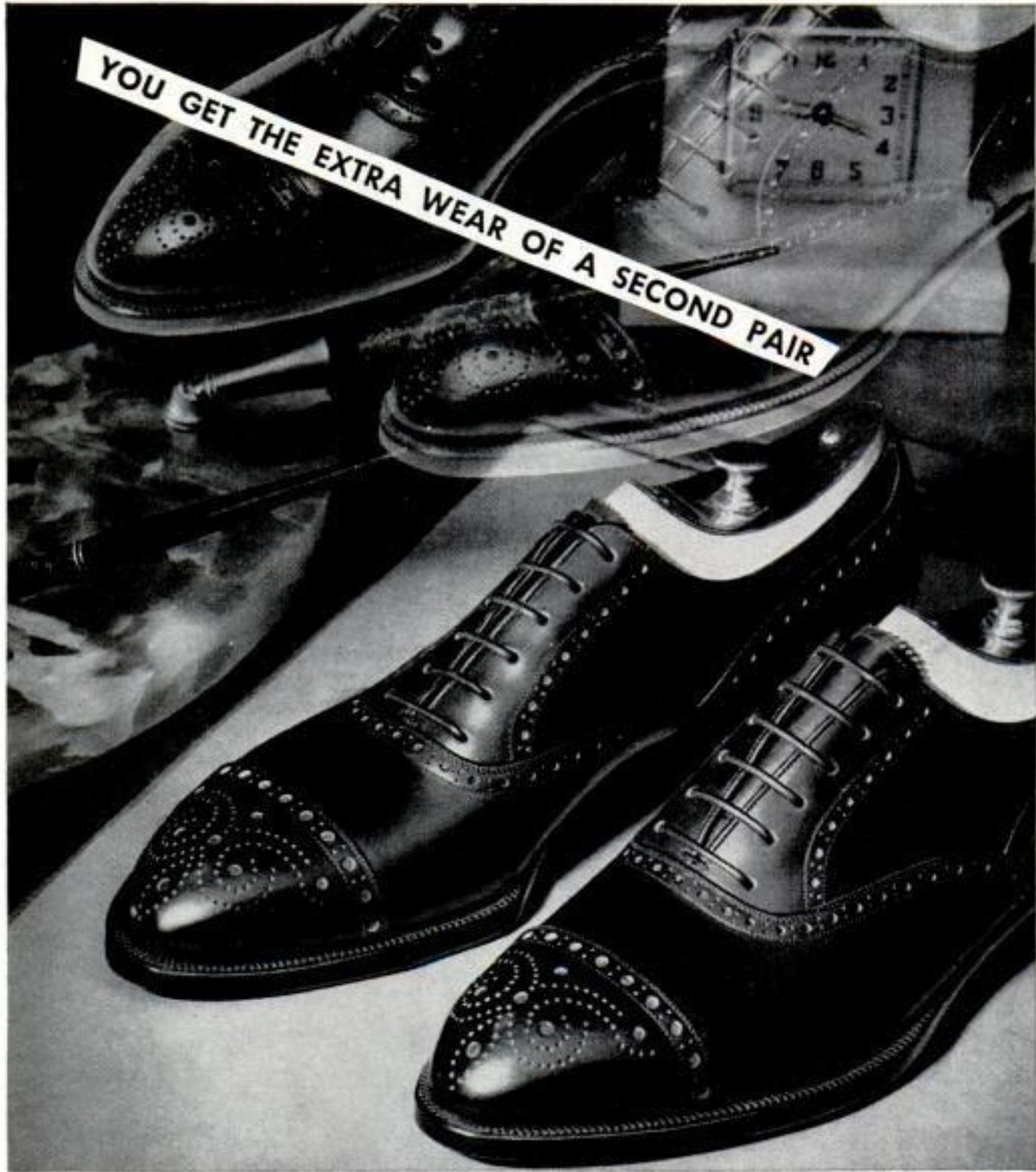
This German pig has a heavily underslung front end, which makes rooting much easier for him. If he were wearing a spiked helmet, he would look exactly like the Wartime posters of the Boches.



The cynical pig at the left is amused at the photographer's fancy which was to pose him and another piglet under a sprig of mistletoe and label the resulting picture *Two Little Pigs Kissing*.



These pigs like their herdsman and the herdsman seems to like his pigs. But what looks like deep affection on the pigs' part is probably a mistaken notion that the herdsman is a nursing sow.



MORE miles per pair...
Less cost per mile

Journey's end for ordinary shoes is just a good beginning for Florsheims. Where other shoes leave off, Florsheims start delivering the extra wear of a second pair. More miles per pair—less cost per mile...that's the Florsheim creed...it's made this the largest fine shoe business in the world. The right word for shoe economy is Florsheim; the right place to find it is a Florsheim retailer. *Illustrated, The LELAND, S-504, in black Russia calf; also in brown, S-505.*

\$875 AND \$10
THE
FLORSHEIM
SHOE

The Florsheim Shoe Company • Manufacturers • Chicago

SPEAKING OF PICTURES (CONTINUED)



"Dinner is served," is the photographer's caption for this, a favorite and typical camera pose. Here the barnyard background suggests the smell of pigs.



These little pigs are keeping an amiable Texas calf from its rightful dinner. A healthy pig is a greedy pig and will take his food wherever he can find it.



Most little pigs go to slaughter but even after death they make good pictures, strung up in cold rows, waiting to be cut into chops, hams and spareribs.

NO WONDER SOME CAR INSURANCE IS EXPENSIVE



(Above) This is what happens to reckless drivers. Liberty Mutual saves money by refusing to insure reckless drivers.

(Left) This is the careful type of driver insured by Liberty Mutual. Careful drivers have few accidents. That's why Liberty Mutual can sell car insurance at lower cost.

How Careful Drivers can get CAR INSURANCE AT LOWER COST

RECKLESS DRIVERS should pay more for car insurance. Their accidents are frequent, and losses to the insurance company are heavy.

But for careful drivers it's a different story. Because they have fewer accidents and fewer losses, they are entitled to get car insurance at lower cost. That's the reason we insure careful drivers only.

YOU PROFIT IN 7 WAYS

1. You do not have to help pay for costly accidents caused by dangerous, reckless drivers.
2. By dealing direct with Liberty Mutual you avoid paying high selling costs.
3. Savings from insuring careful drivers and dealing directly with policyholders are returned to you in cash dividends, which

A MONEY-SAVING PLAN as simple as A.B.C.

- A. We insure careful drivers only
- B. Careful drivers have fewer accidents
- C. Fewer accidents mean fewer losses to pay—hence your insurance costs less

have amounted to 20% of premiums every year since 1912.

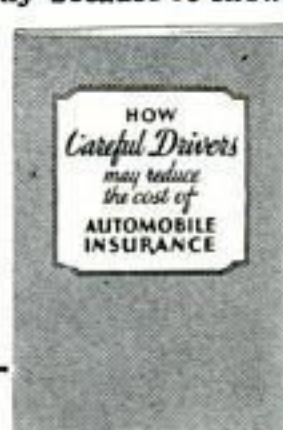
4. You secure unquestionable protection. Assets—\$43,214,946; Liabilities—\$34,311,-680; Surplus funds, including investment

and contingency reserves—\$8,903,266. (June 30, 1936.)

5. Liberty Mutual service from coast to coast is as close as your telephone.
6. Claims are settled fairly and promptly. You are fully protected against fraudulent or exaggerated claims.
7. You may use our convenient, low-cost Deferred Payment Plan.

SEND FOR FREE BOOKLET

Mail the coupon below today for this new and important 20-page illustrated booklet which explains the Liberty Mutual Plan. This booklet should be read not only because it shows how 140,000 careful drivers are saving money, but also because it tells how these people are helping to prevent accidents. With your copy we will send an estimate of the saving you may make by insuring your car with Liberty Mutual and details of our convenient Deferred Payment Plan. You are cordially invited to clip and mail the coupon now—no obligation.



LIBERTY MUTUAL INSURANCE CO.
31 St. James Avenue, Boston, Mass.

L-2-1

Without obligation, please send me free booklet which shows exactly how much careful drivers can save on car insurance; also facts about your convenient Deferred Payment Plan for responsible car-owners.

Name.....

Business Address.....

Town where car is kept.....

Make of Car..... No. of Cyls.....

Body Type..... Model No..... Year.....

LIBERTY MUTUAL
INSURANCE COMPANY

31 St. James Avenue, Boston
Nation-wide service

LIBERTY MUTUAL also writes Workmen's Compensation, General Liability, Burglary and Robbery, Forgery and Fidelity Bonds for manufacturers, merchants and individuals. All forms of Fire Insurance written through United Mutual Fire Insurance Co.

"On Watch" FOR



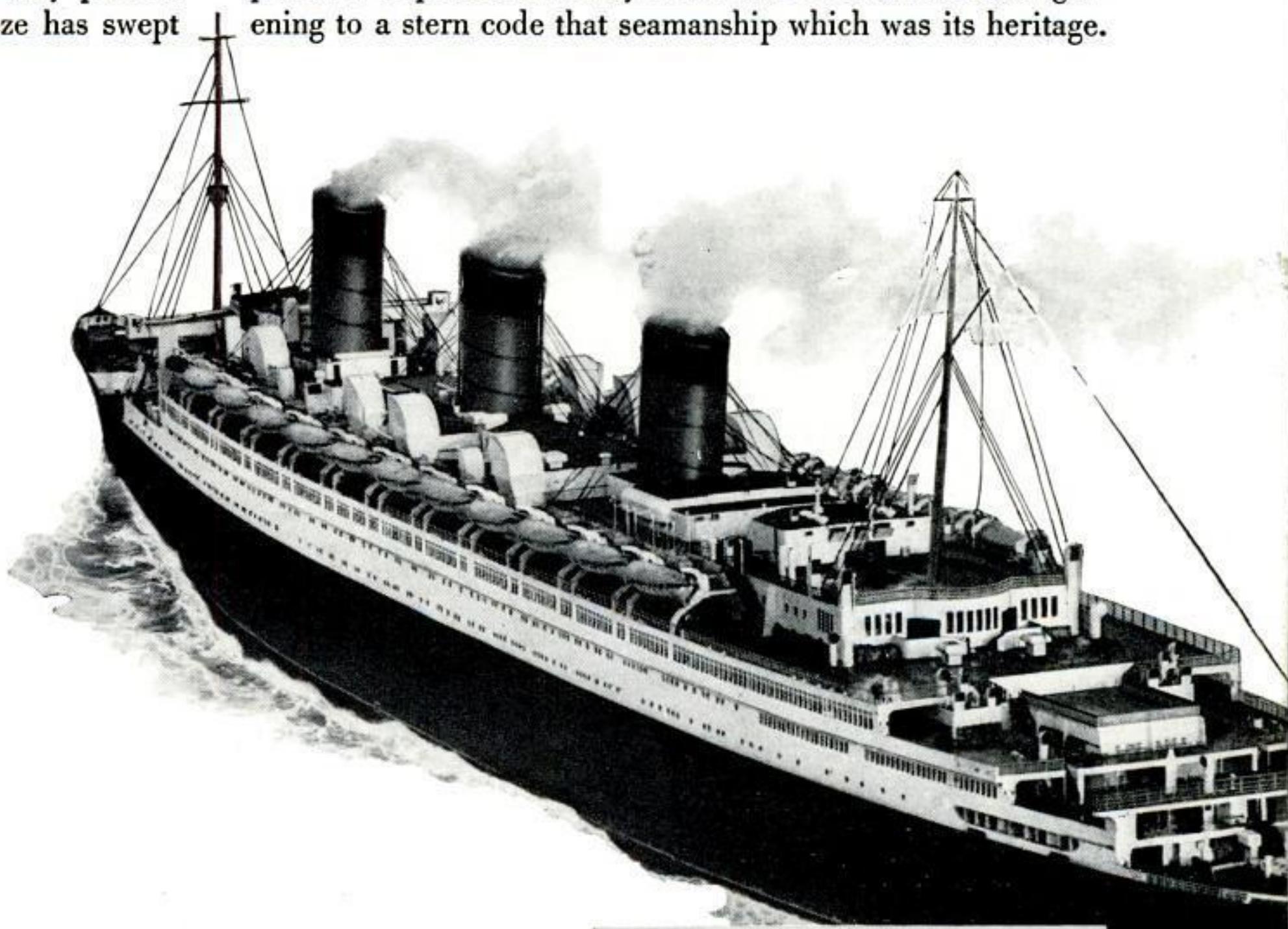
Senior First Officer J. G. Boxhall and Junior Third Officer E. A. Divers on the bridge of the Aquitania. Besides the Captain, Staff Captain and Chief Officer, there are six other executive officers on the largest liners—three seniors and three juniors. A senior and junior officer are always on duty together.

THE BRITISH TRADITION DISTIN

NEARLY A CENTURY...

The officers on the bridge of every Cunard White Star liner, keep a "watch" that has gone on, in endless alternation, for nearly a century! True, there were only four ships at the beginning, when Cunard inaugurated the first regular transatlantic steamship service in 1840. But the fleet grew to twice that number within the same decade. Before 1850, sailings were made weekly. And so then, as now, there were ships of this Line standing out on the high seas, at all times... bound eastward and westward, saluting each other as they passed. Throughout more than four score years, no breeze has swept

the Atlantic that did not flutter from some masthead the rampant lion and the white star of these house flags. Every half hour of every night, inexorable as time itself, the lookout in the crow's nest of some Cunard White Star liner has been calling out those ancient words: "*Lights burning bright, sir—all's well!*" Through this rotation, ceaseless as the ocean tides, it was inevitable that Cunard White Star should have raised even higher the tradition of Britain on the seas... should have polished to perfection every detail of service, while strengthening to a stern code that seamanship which was its heritage.



Sailings in this Coronation Year demand early reservations!

Plan an early crossing, and make your reservations at once... April sailings are already booking rapidly! Give yourself time to enjoy the spring festivities that will reach their climax with the Coronation on May 12. Choose your ship from the largest fleet on the Atlantic... book through your local agent or Cunard White Star, 25 Broadway and 638 Fifth Avenue, New York.

Express from New York to Cherbourg and Southampton:

Berengaria Feb. 3; Mar. 3, 17; Apr. 14; May 4
Queen Mary . . . Feb. 10, 24; Mar. 10, 24; Apr. 7, 21; May 5
Aquitania Mar. 31, Apr. 28, May 12, June 2

To England (Plymouth and London)

(via Halifax)

Ausonia . . . Feb. 2, Mar. 25

Antonia Feb. 4

Alaunia . . . Feb. 18, Mar. 18

Ascania Feb. 25, Mar. 11, Apr. 8

Aurania . . . Mar. 4, Apr. 1

Carinthia (Liverpool direct) Apr. 3

To Ireland, France, England:

Britannic April 5, May 1
Georgic April 13

To Ireland and England:

(via Boston)

Samaria . . . Feb. 13, Mar. 13

Scythia Feb. 27, Mar. 27, Apr. 23

Antonia (via Halifax) Apr. 9

To Scotland, Ireland, England:

(via Halifax)

Lancastria Feb. 5

Andania Feb. 19

Antonia Mar. 5

Andania Mar. 19

Samaria (via Boston) April 16

Carinthia (via Boston) April 27

Weekly sailings from Montreal and Quebec begin Apr. 23: to Plymouth, Havre, London; to Glasgow, Belfast, Liverpool.

CUNARD WHITE STAR WINTER CRUISES

20 Sunshine Cruises through January, February and March... 6 to 20 days in length... visiting from one to fourteen ports of the West Indies and South America... rates from \$70 and up.

The *AQUITANIA* Cruise de Luxe to Bahia, Rio, Montevideo for Buenos Aires (river steamer included), and 5 Caribbean ports... sailing from New York February 17... 40 days... \$495 up.

AQUITANIA
BERENGARIA QUEEN MARY
GEORGIC BRITANNIC
CARINTHIA FRANCONIA
SAMARIA SCYTHIA
LACONIA LANCASTRIA
LAURENTIC
ANDANIA AUSONIA
ANTONIA ASCANIA
ALAUNIA AURANIA

GUISHES CUNARD WHITE STAR

How a good radio show is built



1 Jack Benny sits down with the men who help him write his radio show—and with production man from Young & Rubicam (advertising agents, who work with Benny in all phases of Jell-O program). This, almost a full week before program actually goes on—which is none too long considering the many necessary re-writes.



2 When script is finished, writer from Young & Rubicam's Radio Commercial Department prepares Jell-O commercials (the advertising announcements). These are written in a way to fit and become an integral part of each show.



3 Jack and rest of cast assemble with Young & Rubicam production man for first rehearsal—at least 24 hours before the actual performance. Then more rehearsals, more re-writes, more polishing.



4 Finally, on Sunday night...“Quiet, please—we’re going on the air.” The show goes on—smooth, fast, skilfully put together, timed to the second. A week of preparation for just 30 minutes. And well worth it...



5 For America laughs in the millions. Yes, Jack Benny’s Young & Rubicam Jell-O show has the largest listening audience of any program on the air! It is Number One radio program.



6 And America buys! When Jack Benny went on the air, Jell-O already was the largest selling gelatin dessert. It was no mean assignment to increase those sales. Yet Jell-O sales have upped since show started two years ago. Reason: A great product; bang-up showmanship by Benny; friendly, gay, forceful commercials by Young & Rubicam.

Thus, a hit show is built. Other top-flight shows produced by Young & Rubicam for their clients: Fred Allen’s “Town Hall Tonight” (Ipana and Sal Hepatica) ... Fred Astaire, Charles Butterworth, Johnny Green (Packard)...Helen Hayes (Sanka Coffee)...Phil Baker (Gulf)...Ed Wynn (Spud Cigarettes)...Phillips Lord’s “We, the People” (Calumet Baking Powder)...Stoopnagle & Budd (Minute Tapioca).

Young & Rubicam, Inc. ADVERTISING
NEW YORK · CHICAGO · DETROIT · HOLLYWOOD · MONTREAL · TORONTO



IF THE PEOPLE CAN TAKE IT THE PRESIDENT CAN

ON Inauguration morning Admiral Grayson reported to the White House that the weather was the worst any President had had since Taft in 1909. Franklin Roosevelt peered out of the window, inquired if crowds were gathering in the rain. Said he: "If they can take it, I can."

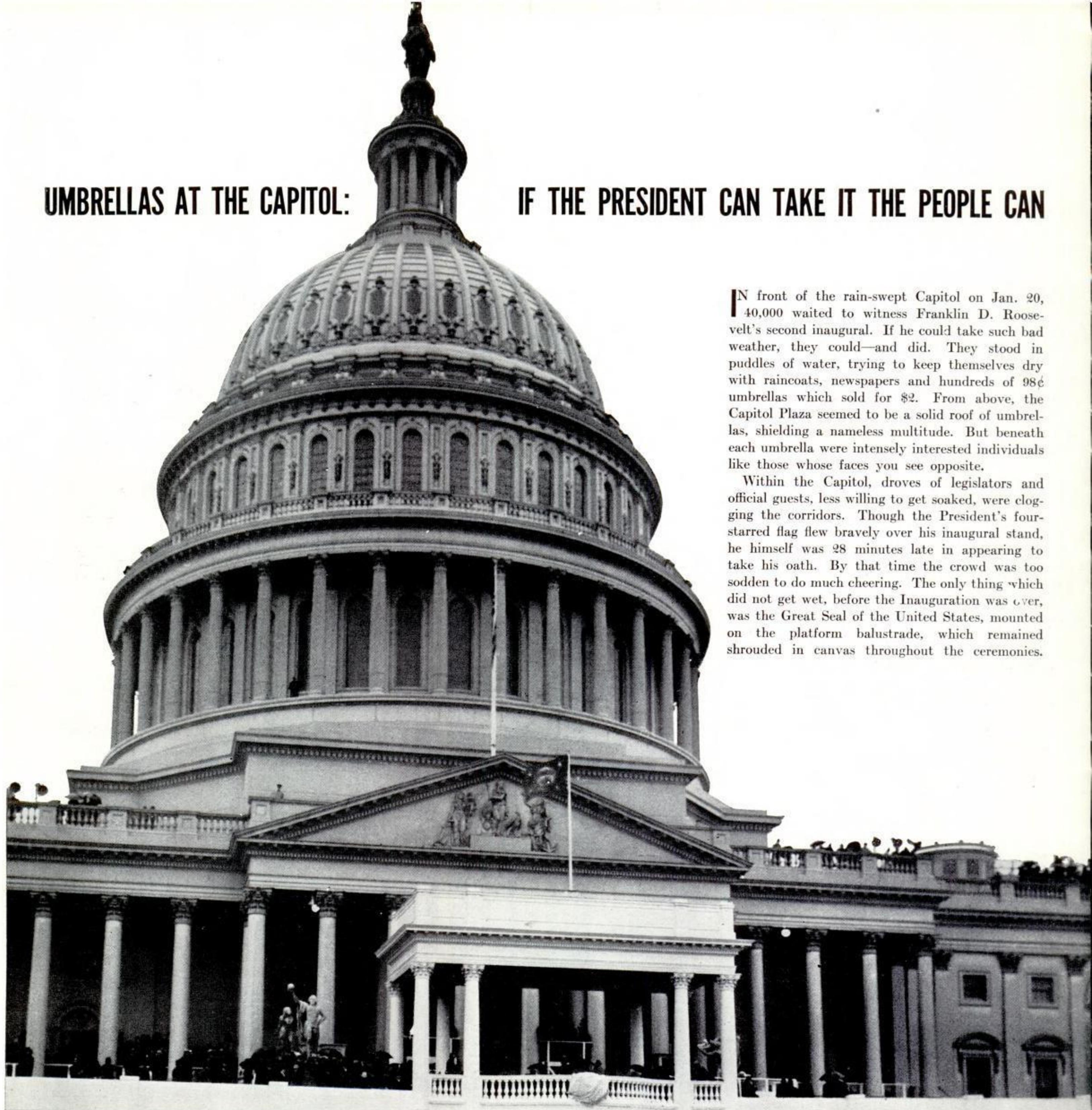
The President took it for nearly two hours. On the ride to the Capitol he kept his limousine windows down, waving his silk hat to the huddled citizens along Pennsylvania Avenue. At the Capitol the inaugural platform was full open to the storm. Rain swept across the Capitol plaza, spattered against the President's wing

collar, trickled down his bare head. Twice he paused in his address to brush water from his face.

When his speech was done Mr. Roosevelt made a choice which delighted the soaking citizens. He ordered an open car and climbed into it with Mrs. Roosevelt (*above*). A cape was over the President's shoulders but his soggy hat was almost continually raised answering cheers. Mrs. Roosevelt's inauguration dress and hat were ruined, her fur coat sopping. At the end of the 15-minute ride, Mr. and Mrs. Franklin D. Roosevelt were the wettest First Family ever to enter the White House for four more years.

UMBRELLAS AT THE CAPITOL:

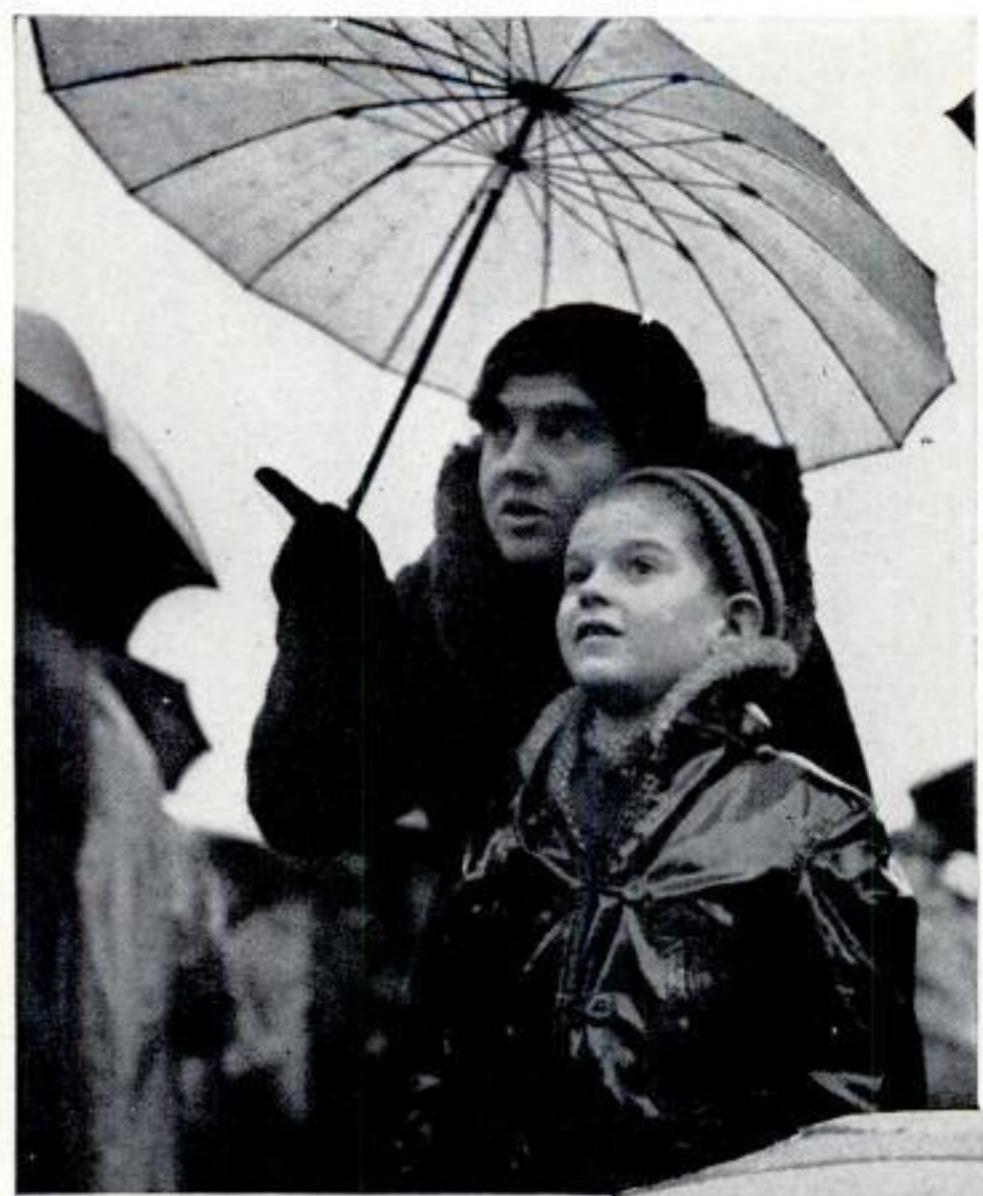
IF THE PRESIDENT CAN TAKE IT THE PEOPLE CAN



In front of the rain-swept Capitol on Jan. 20, 40,000 waited to witness Franklin D. Roosevelt's second inaugural. If he could take such bad weather, they could—and did. They stood in puddles of water, trying to keep themselves dry with raincoats, newspapers and hundreds of 98¢ umbrellas which sold for \$2. From above, the Capitol Plaza seemed to be a solid roof of umbrellas, shielding a nameless multitude. But beneath each umbrella were intensely interested individuals like those whose faces you see opposite.

Within the Capitol, droves of legislators and official guests, less willing to get soaked, were clogging the corridors. Though the President's four-starred flag flew bravely over his inaugural stand, he himself was 28 minutes late in appearing to take his oath. By that time the crowd was too sodden to do much cheering. The only thing which did not get wet, before the Inauguration was over, was the Great Seal of the United States, mounted on the platform balustrade, which remained shrouded in canvas throughout the ceremonies.

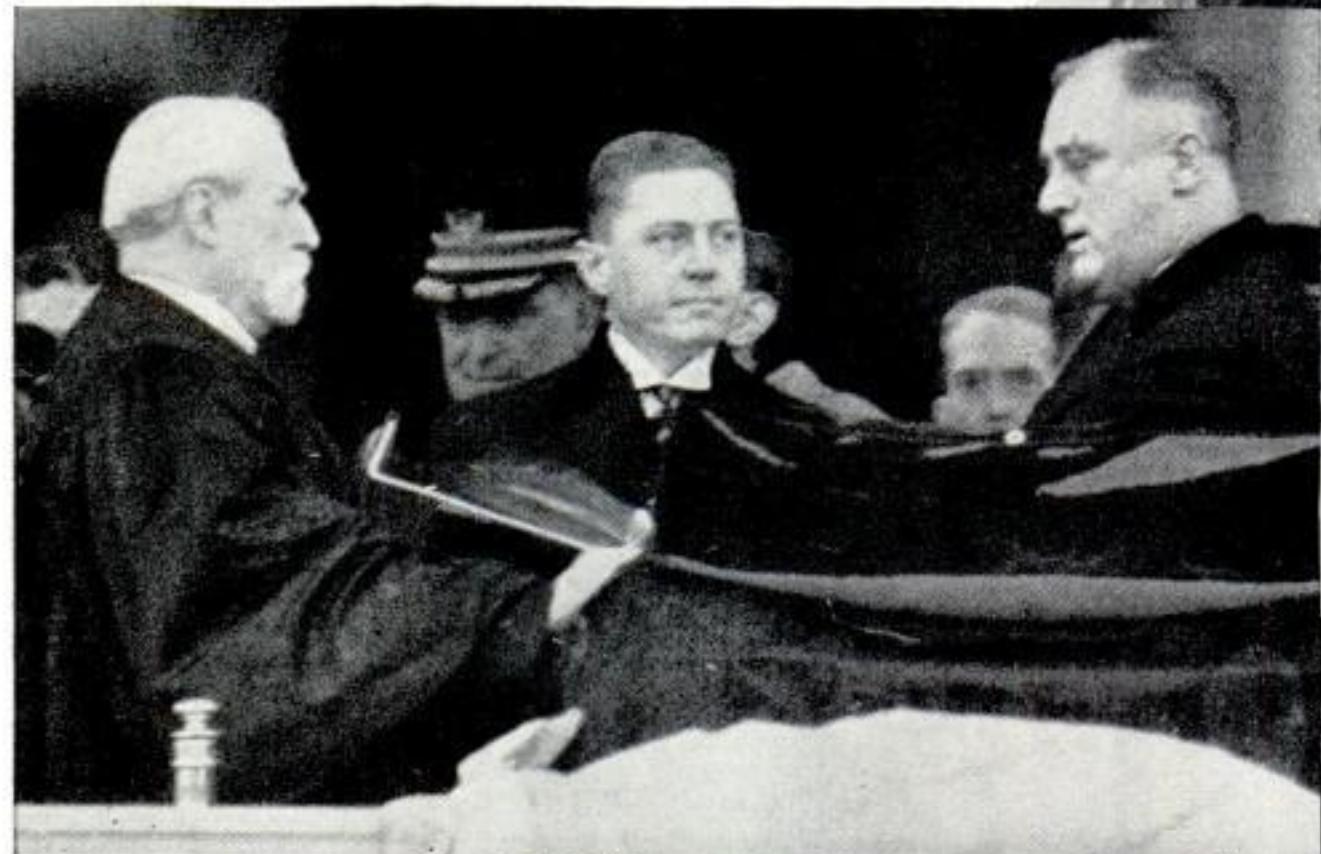
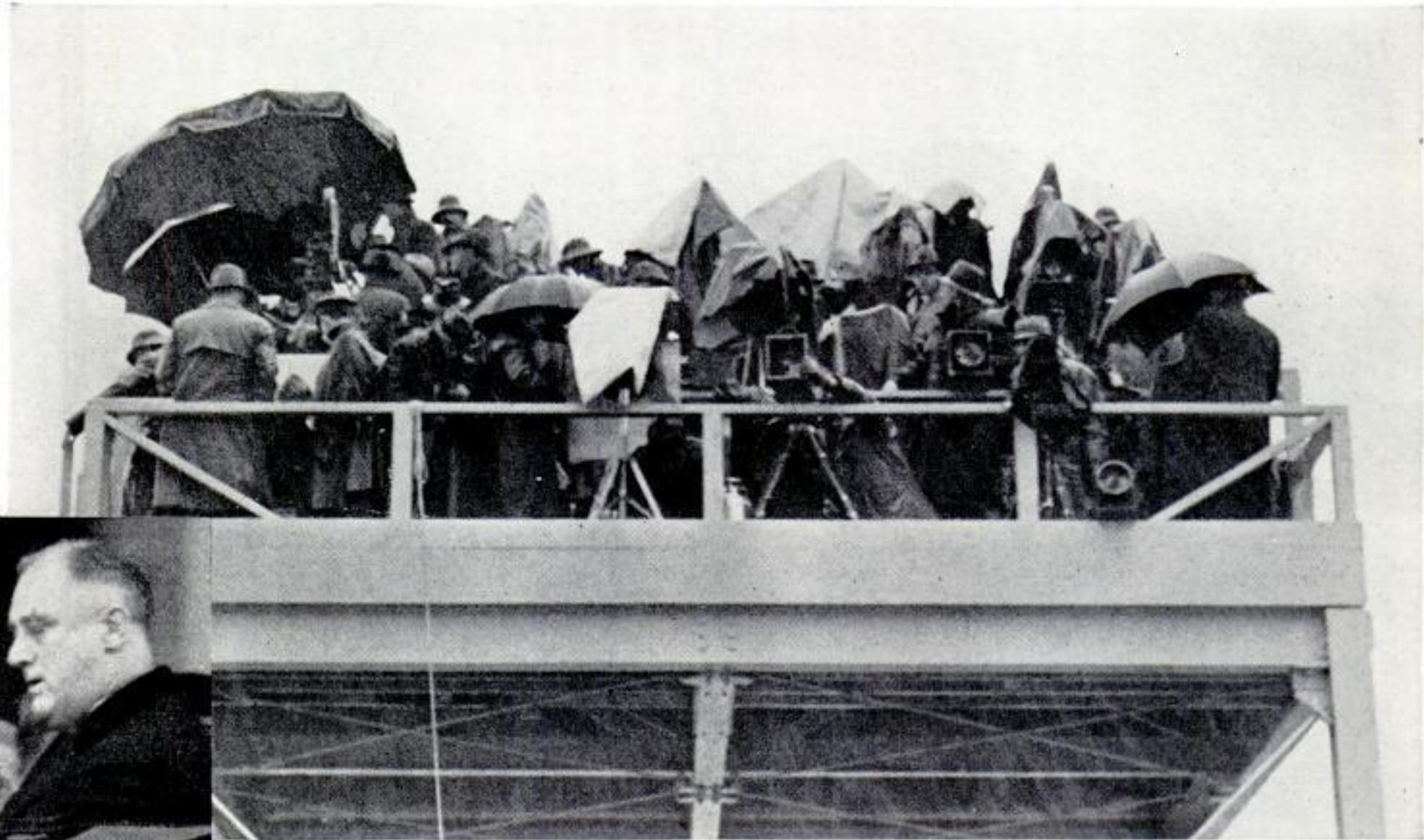




(CONTINUED)

THE photographer's roost, which you see at the right, was the wettest place of all at the Inauguration. To cover the ceremonies completely a photographer needed a handful of passes. A pink one admitted to this wooden stand on stilts 200 ft. in front of the Inaugural platform.

No one looked glummer than the photographers except the Supreme Court. Seven of the nine Justices attended. Expecting to hear themselves mentioned by the President, they were disappointed.



This picture for the history books shows President Roosevelt taking the oath of office. At left, Chief Justice Hughes; in center, Supreme Court Clerk Charles E. Cropley.



Seven Old Men of the Supreme Court, five of them in black skullcaps, find their seats on the platform: left to right, Hughes, Van Devanter, McReynolds, Sutherland, Butler, Roberts, Cardozo. Absent were Brandeis and Stone.

From this stand photographers under umbrellas and rubber sheets made the picture at the left through 100 ft. of driving rain. The still cameras are in front, the movie cameras in rear.



Negro Democrats held the only Inaugural ball. Above are W. J. Tompkins, D. C. Recorder of Deeds, Ella Matin and J. A. Morris, Assistant Attorney General of Pennsylvania.



West Point cadets, after the Inaugural parade, were in great demand for cocktail parties. These two, with their hostesses, are spearing shrimps with toothpicks.



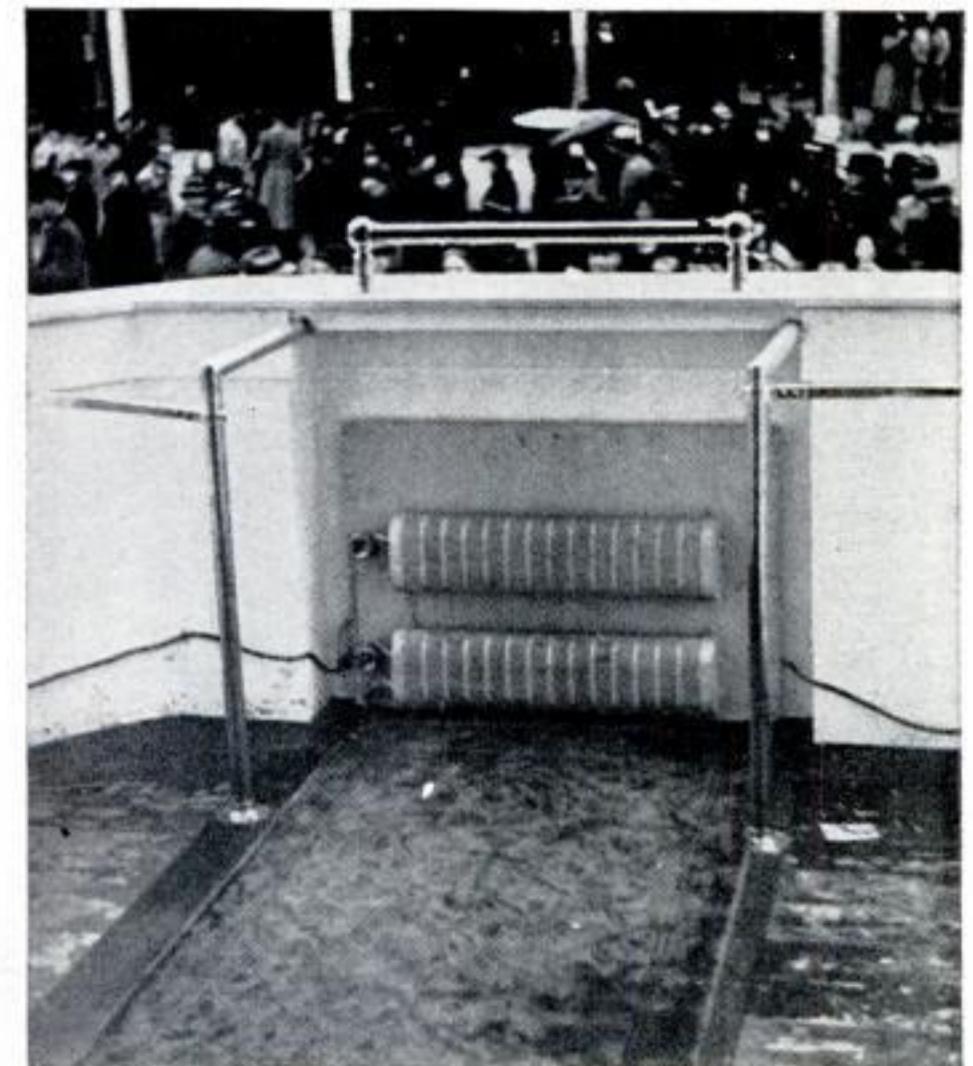
In his reviewing stand the President had as his guests Admiral Cary T. Grayson, chairman of the Inaugural Committee, and Vice President Garner. At left, Admiral Grayson is making sure that the President has his cape tied. Notice the cigar in Mr. Garner's hand in the pictures below. Left-handed, he had constant difficulty managing both his hat and the cigar with the same hand when a flag passed.



THE PRESIDENT REVIEWS HIS INAUGURAL PARADE

AFTER lunch President Roosevelt went into the rain again to review the Inaugural parade. His reviewing stand was an \$11,900 replica of The Hermitage, Andrew Jackson's old home near Nashville, Tenn. This elaborate structure, complete even to paper magnolia blossoms, which melted in the rain, stood at the edge of the White House lawn on Pennsylvania Avenue. The President's guests left their chairs empty, huddled back under the porch.

The President stood on an open tribune built into the street. This tribune had been designed for just such weather as befell, with glassed-in sides. But the President, learning that the glass was bulletproof, scornfully ordered it removed. The result was that his toes were toasted warm by an electric radiator but from the waist up he was fully exposed. Fortunately, the parade lasted only an hour and a half, which is short for Inaugural parades.



To keep the President warm, a heater was installed in the front of his reviewing stand. In the picture above you are looking toward the street and the rail is the same one on which the President is resting his hands in the pictures at the top of the page. Hand rails were also built at each side for the President.

LIFE on the American Newsfront

FLOODS DRIVE 288,000 PEOPLE FROM THEIR HOMES.



This **levee break** occurred on the St. Francis River north of Fisk, Mo. It was one of a dozen breaks on one of countless flooded U.S. rivers. Mississippi tributaries like the St. Francis began to flood on Jan. 15, inundating miles of farm land.

Then the Ohio did more damage by surging into the great industrial cities along its banks. By Jan. 23, Cincinnati and Portsmouth, Ohio; Louisville, Ky. and Wheeling, W. Va. were seriously flooded. Some 288,000 people were driven from their homes.

MRS. MATTIE GERKEN ESCAPES THE OHIO

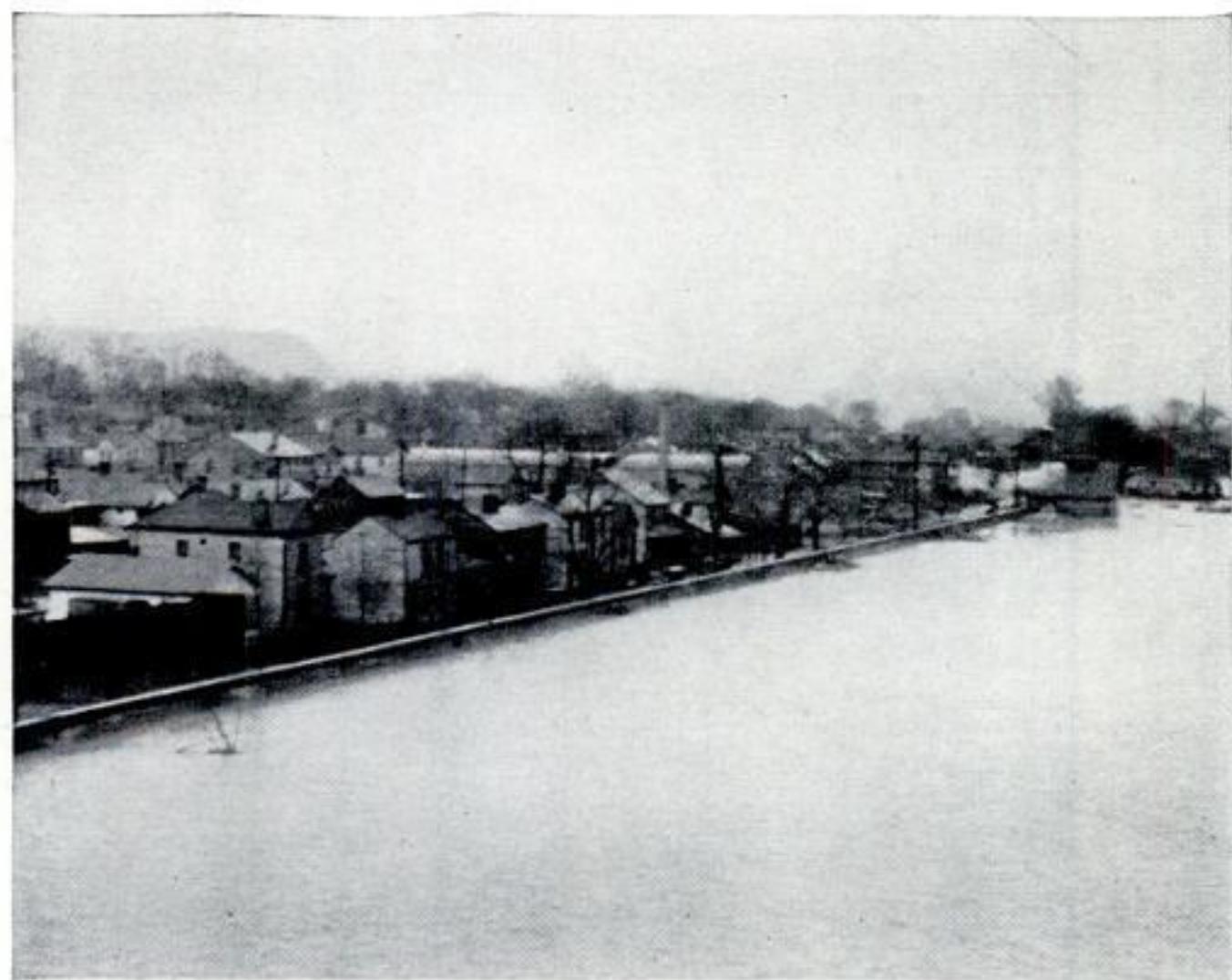


When the Ohio flowed into Sedamsville, suburb of Cincinnati, Mrs. Mattie Gerken was ill of influenza. She was wrapped in blankets, taken through the upstairs window.



Tied to a stretcher, sick Mrs. Gerken was lowered by firemen into a rowboat. Neighbors manned the oars, rowed her to a hospital. Mrs. Gerken suffered no bad effects.

THE OHIO IN THE "FLOOD-PROOF" CITY



1 In 1913, after a disastrous flood, Portsmouth, Ohio resolved to build a flood wall which the Ohio River would never top. The 62-ft. wall cost \$1,000,000, kept the great 1936 flood out of the city. But this year the Ohio rose too high.



2 On Jan. 22 Portsmouth knew that the flood was going to come over its wall. The alarm went out to evacuate the lower town. Merchants boarded up stores.



3 After half an hour of shrieking sirens, the flood gates were opened. The river was coming over the wall anyway. Soon Portsmouth's main street looked like this.

HUGHES FLIES, HEPBURN FLEES

EARLY on the morning of Jan. 19 Millionaire Flyer Howard Hughes took off from Burbank, Calif. in a plane (below) described as "an engine with a saddle." Seven hours, 28 minutes and 25 seconds later he swooped down at Newark, cutting nearly two hours off his own transcontinental speed record. His first act was to telegraph Katharine Hepburn in Chicago. Promptly the Press reported a Romance. Mr. Hughes took a train to Chicago, found Miss Hepburn dodging photographers (see below).



Katharine Hepburn began dodging photographers when the Press reported her about to marry Hughes. One caught her going in a stage door with her leading man (below).





At Palm Beach, Mr. & Mrs. Alfred E. Smith became the most photographed Florida vacationists



of the year. Al played golf (*left*) and floated in the swank, salt pool of the Sea Spray Beach Club



(*right*). On Jan. 15 the Smiths danced at the Patio to the tune of *The Sidewalks of New York* (*center*).



Meanwhile, unhappy Al Smith Jr. (*center*) stayed in New York to testify in a blackmail suit on Jan. 19-21. One night in 1933 Al Jr., intoxicated,



spent an hour in a hotel room with blonde Catherine Pavlick (*left*). To hush this indiscretion he says he paid \$12,900 to the two men below.



Last spring, unable to pay more, he filed extortion charges against them. His wife (*above*), now separated from him, attended the trial.



The two men whom Al Smith Jr. accused of blackmailing him were Max D. Krone (*above*) and A. Henry Ross (*right*). Asked why he paid, Al Jr.



replied: "To save my parents embarrassment." Al Sr. made his comment when he first heard of the case. "Why didn't the little fool come to me?"

"JOSEPH CONRAD" PUTS TO SEA

"The only full-rigged, three-masted sailing ship left on the seas" is the distinction claimed by the proud ship at the right. She is the *Joseph Conrad*, a fast, sturdy vessel of 203 tons. Originally called the *Georg Stage*, she was built at Copenhagen in 1882 and used for 52 years by the Danish Government as a training ship. In 1934 she was bought by Author-Adventurer Alan Villiers, who renamed her the *Joseph Conrad*, took her on a world cruise with British cadets for crew, is writing a book about her (*Cruise of the Conrad*). Last November Mr. Villiers sold her to G. Huntington Hartford, grandson of the A. & P. founder and possessor at 24 of a fortune estimated at over \$200,000,000. Mr. Hartford has had the *Joseph Conrad* overhauled at Brooklyn and equipped with a new auxiliary motor. Some time this month he will sail her forth on another voyage.





At high noon on a clear day in early January a photographer made this picture by the airport of Anchorage, Alaska. That day the sun, far down on the southern horizon,

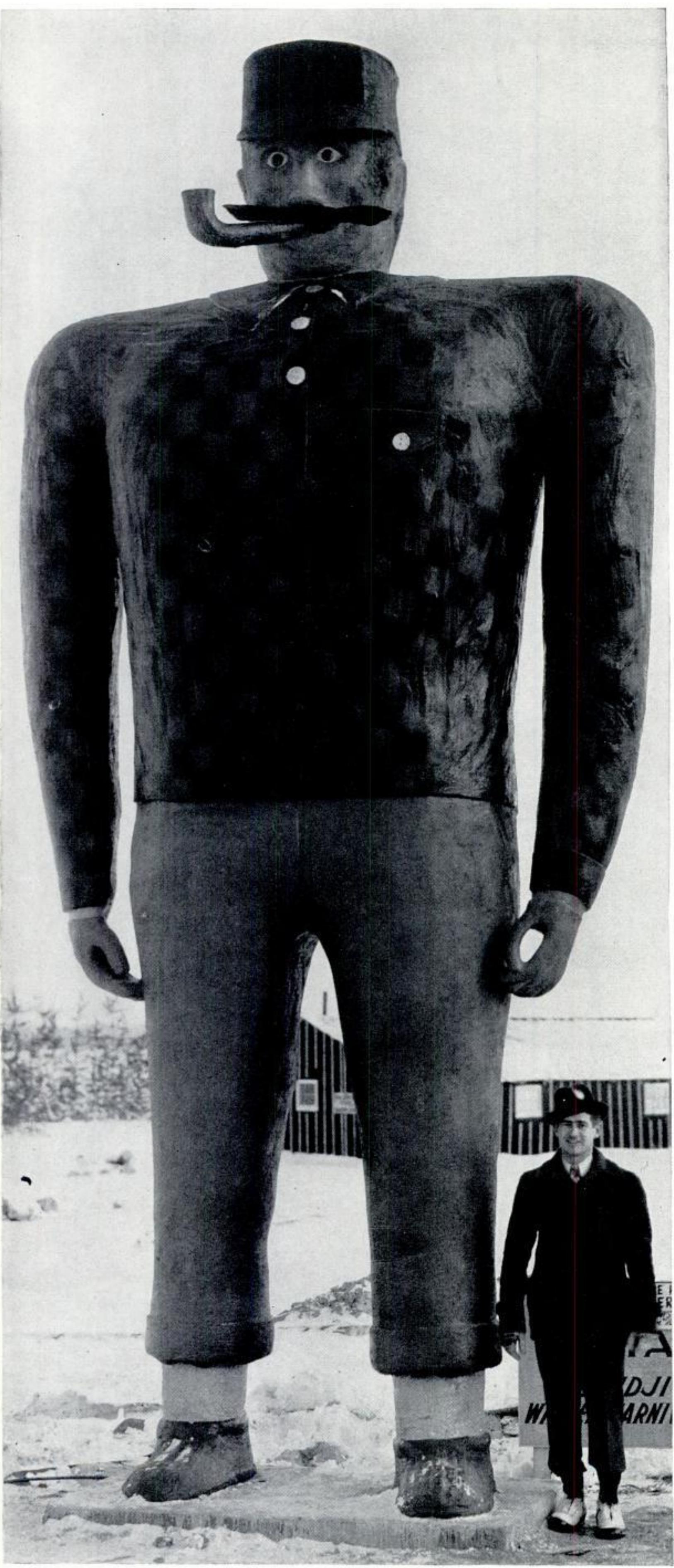
shone for only 6 hrs. and 15 min. in Anchorage. At noon it was so low that the girl, standing 5 ft., 3 in., cast her shadow north across the snow a distance of 53 feet.

SNOW TRACKS IN IOWA

The diary of a farmer's winter day, tracked in fresh-fallen snow is shown in the picture below. Up early in the morning, he tramped from his house (*upper right*) to the barn (*center foreground*). On the round of his chores his galoshes have beaten heavy paths to the pigpen to the right of the big barn and to the little barn at the upper left where he keeps his young calves and fat hogs. He has been to the windmill for water, and his wife has criss-crossed his tracks there with a path from the house to the chicken coop and from the chicken coop to the barn. During the day his car took him to town off

the top of the picture. He also harnessed his team and drove to the left down to the "back 40" for a load of fodder. Notice how he circled past the cowpen on his return and how the cows are still standing by the feed bunks. Then he drove around in back of the barn and unharnessed his team. Plainly shown are the tracks of his horses, as they wheeled without the bobsled, back to their stalls in the barn. Before evening milking time, but with winter's early shadows already lengthening, the Des Moines Register & Tribune's "Good News VI" droned 500 feet overhead, took this picture.



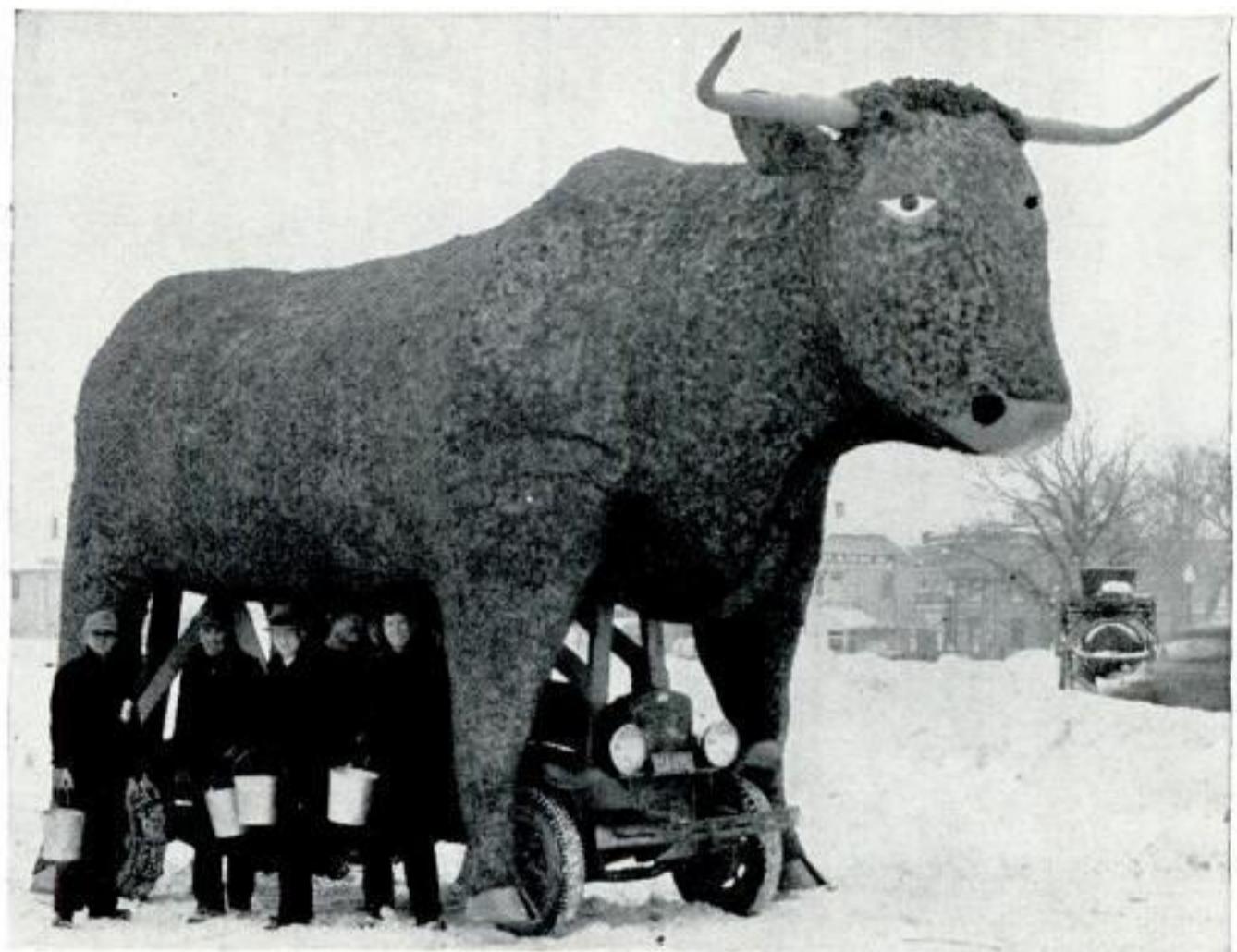


Bemidji's Paul Bunyan was built of ten tons of concrete over a steel frame. His moustache is a pine log. Fitted with a public address system, Paul announced the Carnival events.

PAUL BUNYAN AND BABE, HIS BLUE OX, GO TO A WINTER CARNIVAL AT BEMIDJI, MINN.

BEMIDJI, MINN. lies in the country where Paul Bunyan, mythical giant of the lumber camps, used to pick his teeth with a pine log and fell whole forests with one stroke of his mighty ax. To advertise itself as a winter resort, Bemidji held a Paul Bunyan Carnival from Jan. 14 to 17. Paul and his famous blue ox, Babe, appeared in the form of huge models.

Paul Bunyan lived near Bemidji in the Winter of the Blue Snow when it was so cold that cuss words froze in the air, thawing out the next Fourth of July with a great din. It was there that he found Babe, an animal so big and hungry that it ate 50 bales of hay between meals, and required six men to pick the bale wire from its cud. With Babe's help, Paul cleared North Dakota of timber in one winter.



Babe, the Blue Ox, mounted on a truck, hauled sleds. This is a "miniature" model, the original Babe having measured forty-two ax handles between the eyes.



A flapjack for Paul Bunyan is flipped with a snow shovel by pretty Thelma Hoffmann. Paul's flapjacks were always mixed in drums the size of concrete mixers.

A SHIP LINE REPLIES TO STRIKING SEAMEN



Says the Grace Line: "Here is one way the seamen spend their leisure time aboard the Grace Liner *Santa Lucia*. Certain sections of the deck space are regularly allotted to the crew."



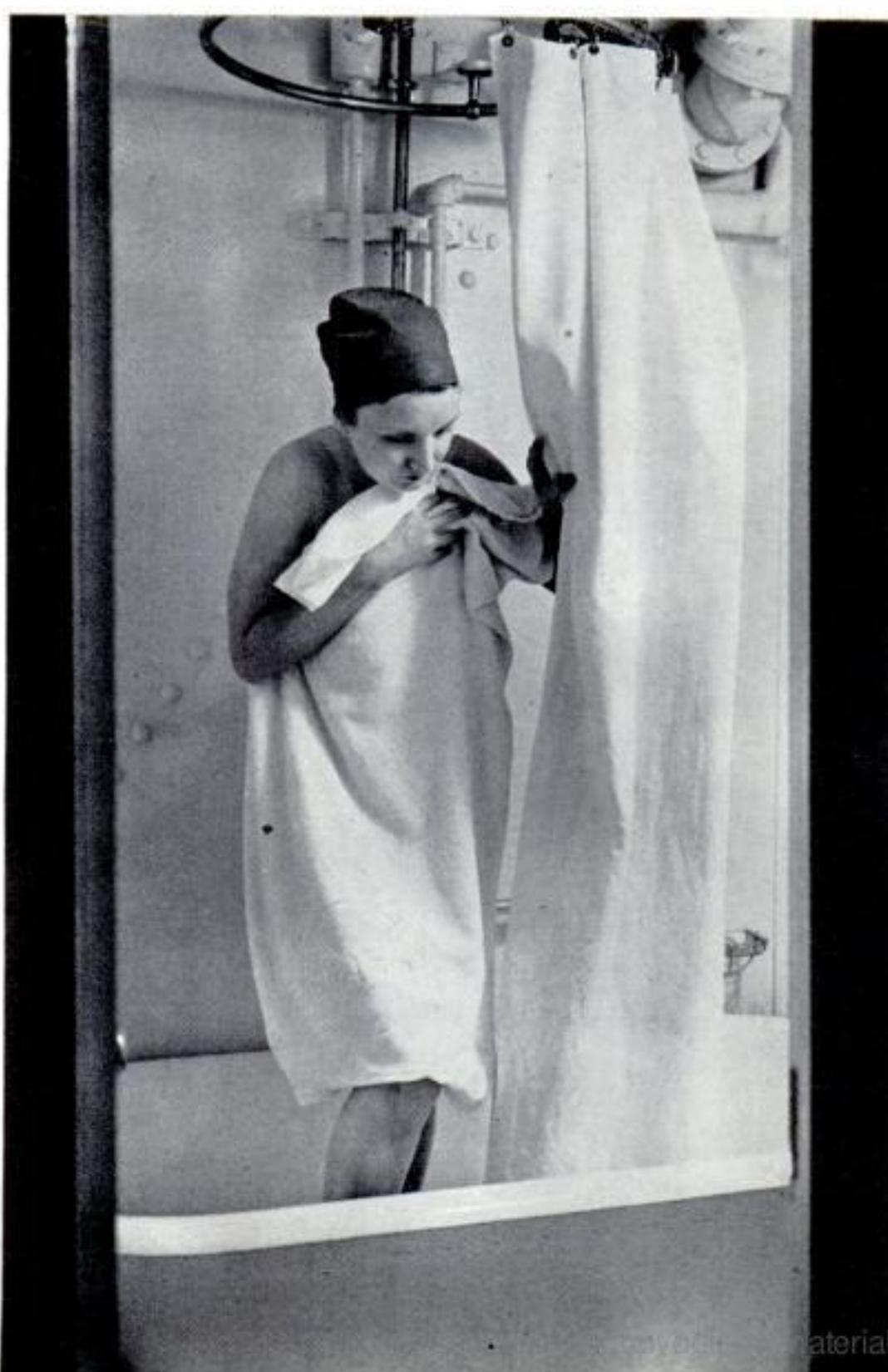
"Ship's stores are kept in two large rooms like this. Immediately below and abaft the storerooms are the anchor chain lockers, large enough for four men to work in. Only two work in each locker."



"The seamen's mess aboard the *Santa Lucia*," according to the Grace Line, "is clean and appetizing. This day the men had soup, mashed potatoes, veal cutlet, celery salad, bananas and apple pie. The mess boy serves their meal, furnishing as many helpings as desired."



"Staterooms are provided on the *Santa Clara* for waitresses and stewardesses. Each room has four berths, a wash basin, lockers and several chairs. Note the homey comfort of this room."



"A waitress steps from the bath aboard the *Santa Lucia*. She has her choice of tub or shower."

These pictures, with captions, were made as propaganda to offset sailors' complaints against living conditions on Grace Liners.

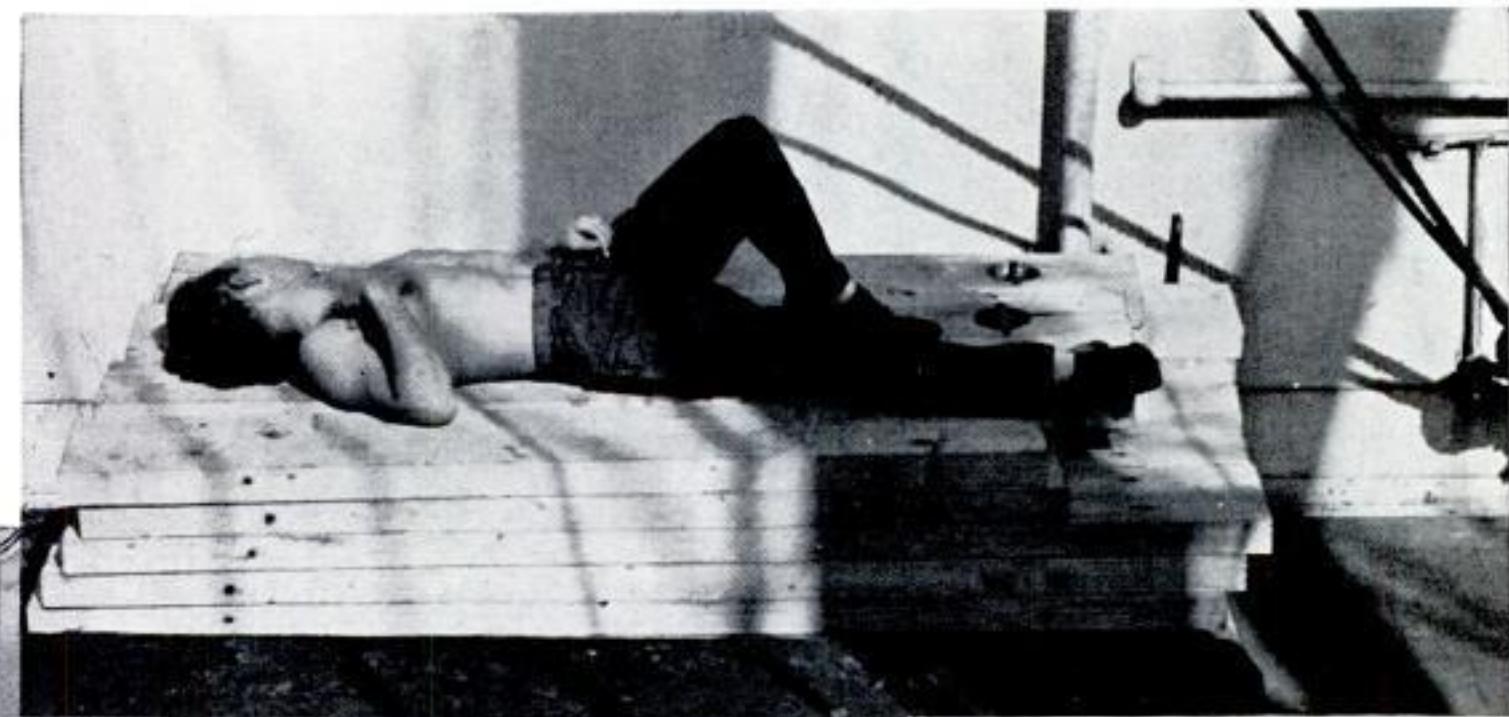
In December LIFE published a set of pictures made in the crew's quarters of the United States Line's *President Roosevelt*. Taken by a labor propagandist, they purported to show the bad living conditions which are one issue in the current U. S. seamen's strike. On Jan. 21 New York seamen voted to call off the East Coast strike, began negotiations with the ship lines. Meanwhile the Grace Line, irked by the seamen's charge that conditions on the *President Roosevelt* are typical, sent a photographer to Panama on its own *Santa Lucia*, back on the *Santa Clara*. Impartially reporting this labor dispute, LIFE prints his pictures, with captions by the Grace Line.



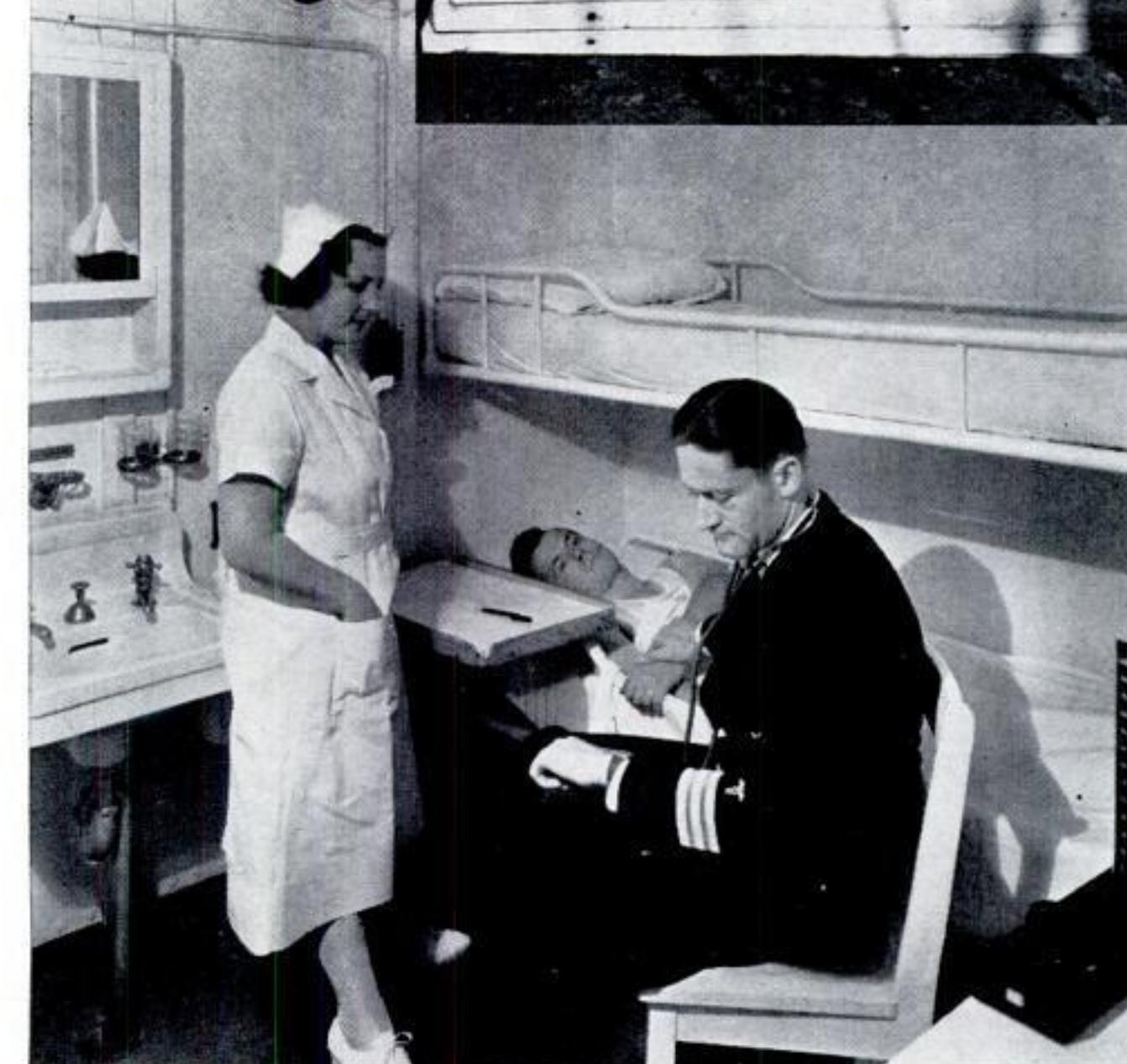
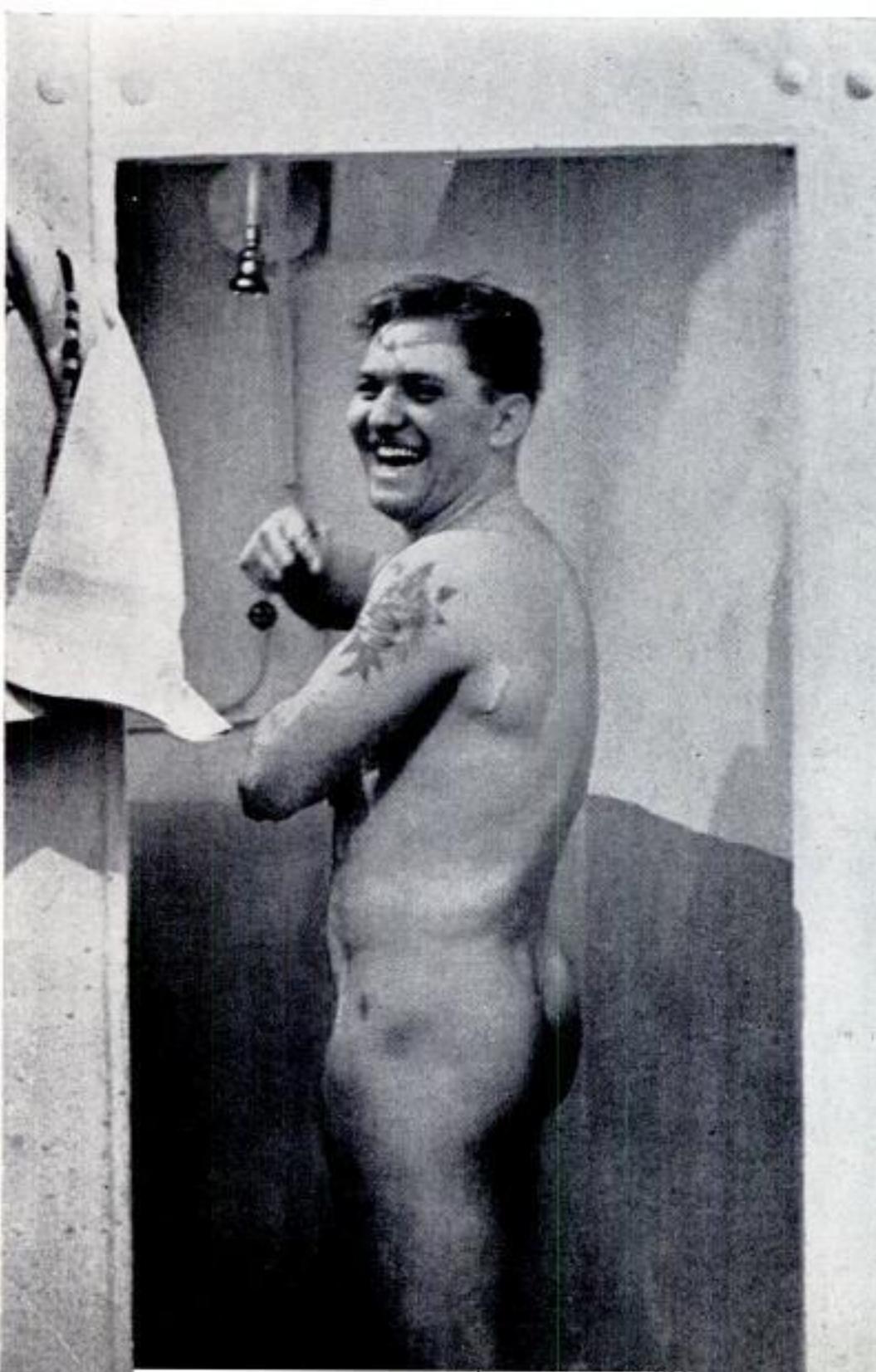
"Seamen's quarters are large and airy. This attractive, four-berth room aboard the *Santa Lucia* is occupied by able-bodied and ordinary seamen. It contains two portholes as well as the ventilating system shown in the top foreground. Each seaman has a locker for his clothes. Note the clean white sheets and attractive spreads. Life preservers are located above all berths where they would be available in an emergency."



"There is no scrubbing on hands and knees aboard Grace Liners and no pushing of a heavy holystone. This picture, taken on the midnight-to-4 a.m. watch, shows two seamen swabbing down the deck in modern style, one with a mop and the other with an electric holystone."

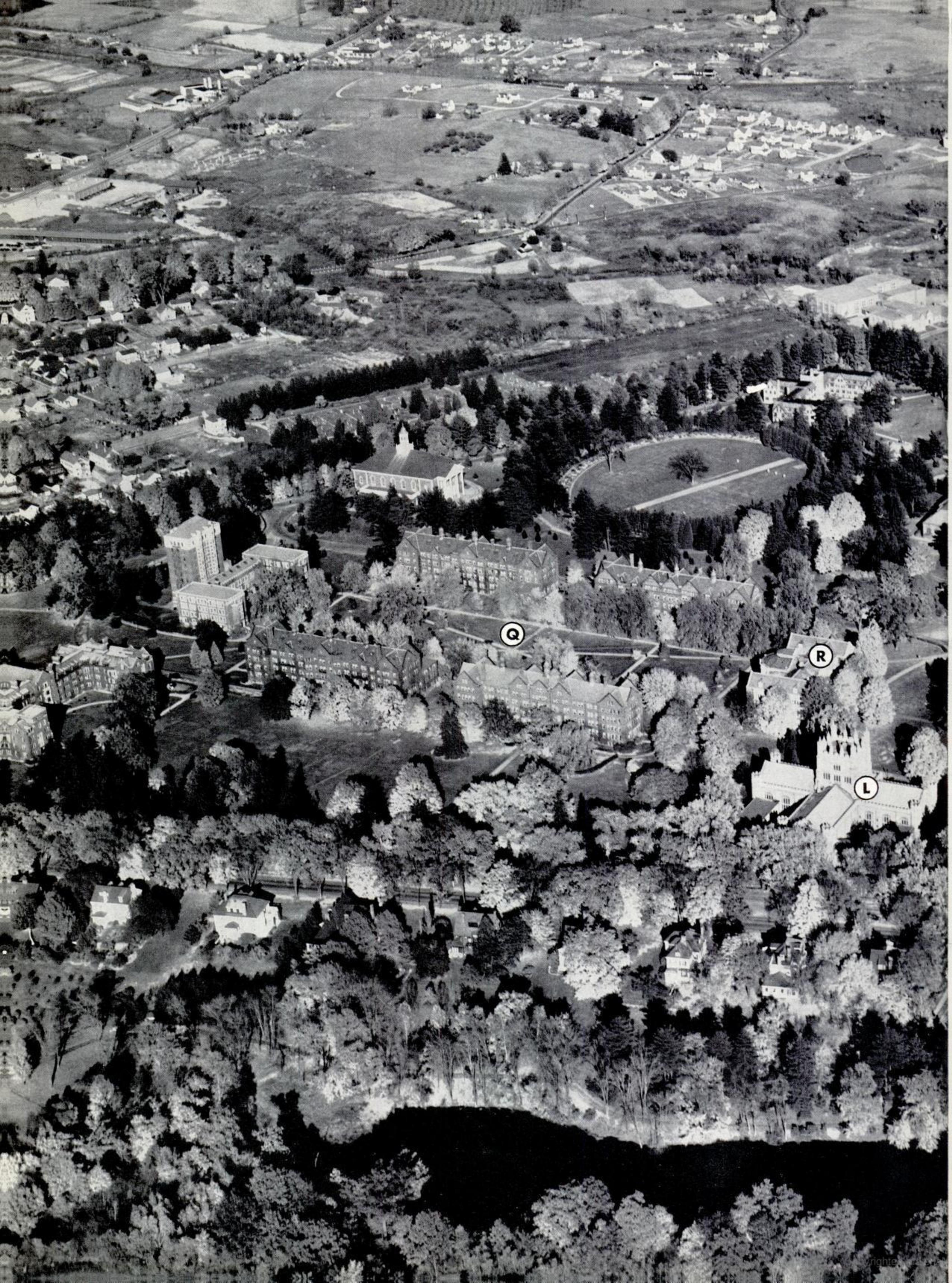


"Sun bathing is one form of recreation aboard the *Santa Lucia*. On the run between New York and Valparaiso or California ports, the men may spend part of their sixteen hours of leisure beneath a warm, tropical sun."



"Many shower baths are provided for the seamen on Grace Liners. Note the heavy Turkish towel on the hook."

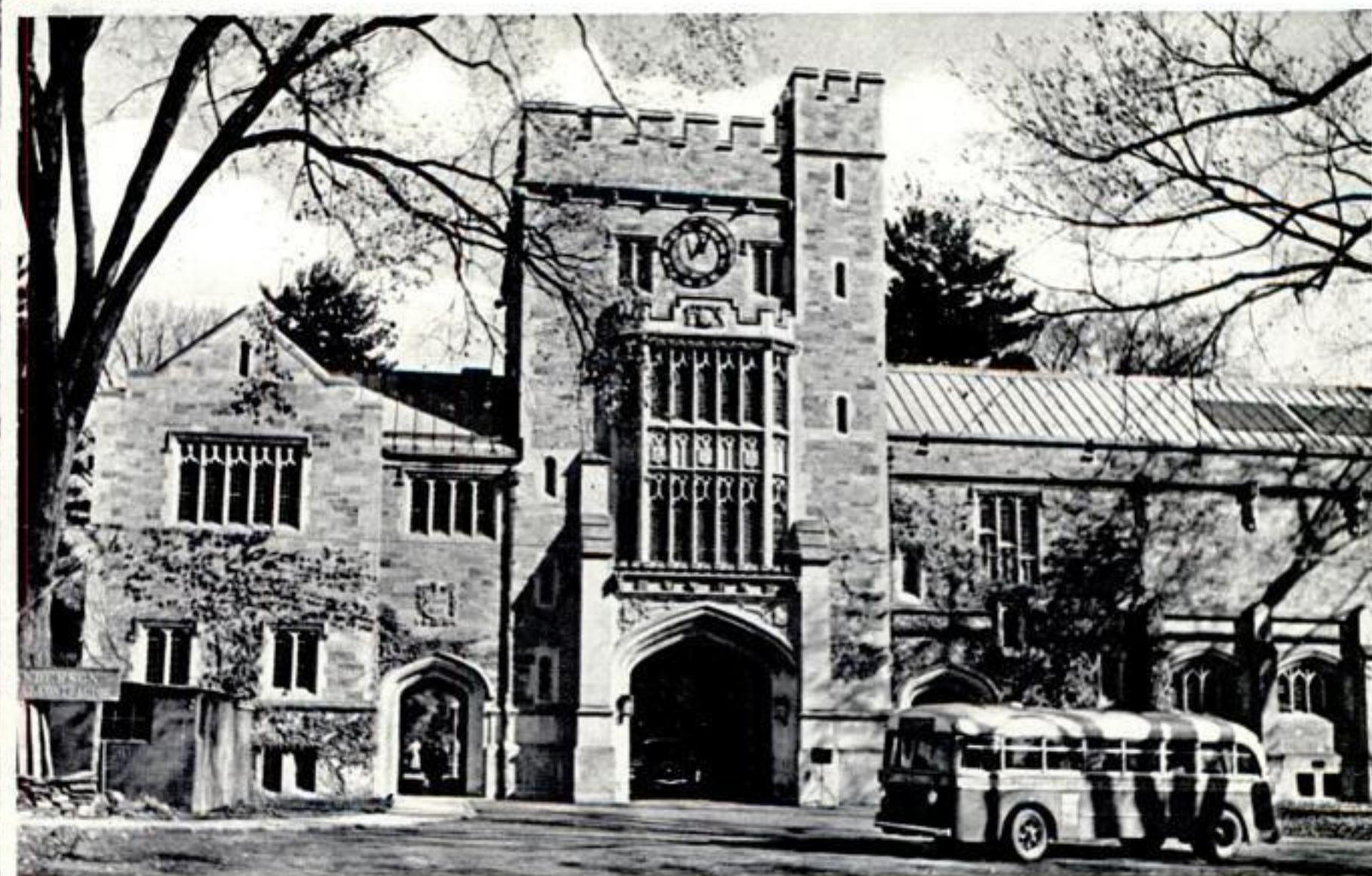
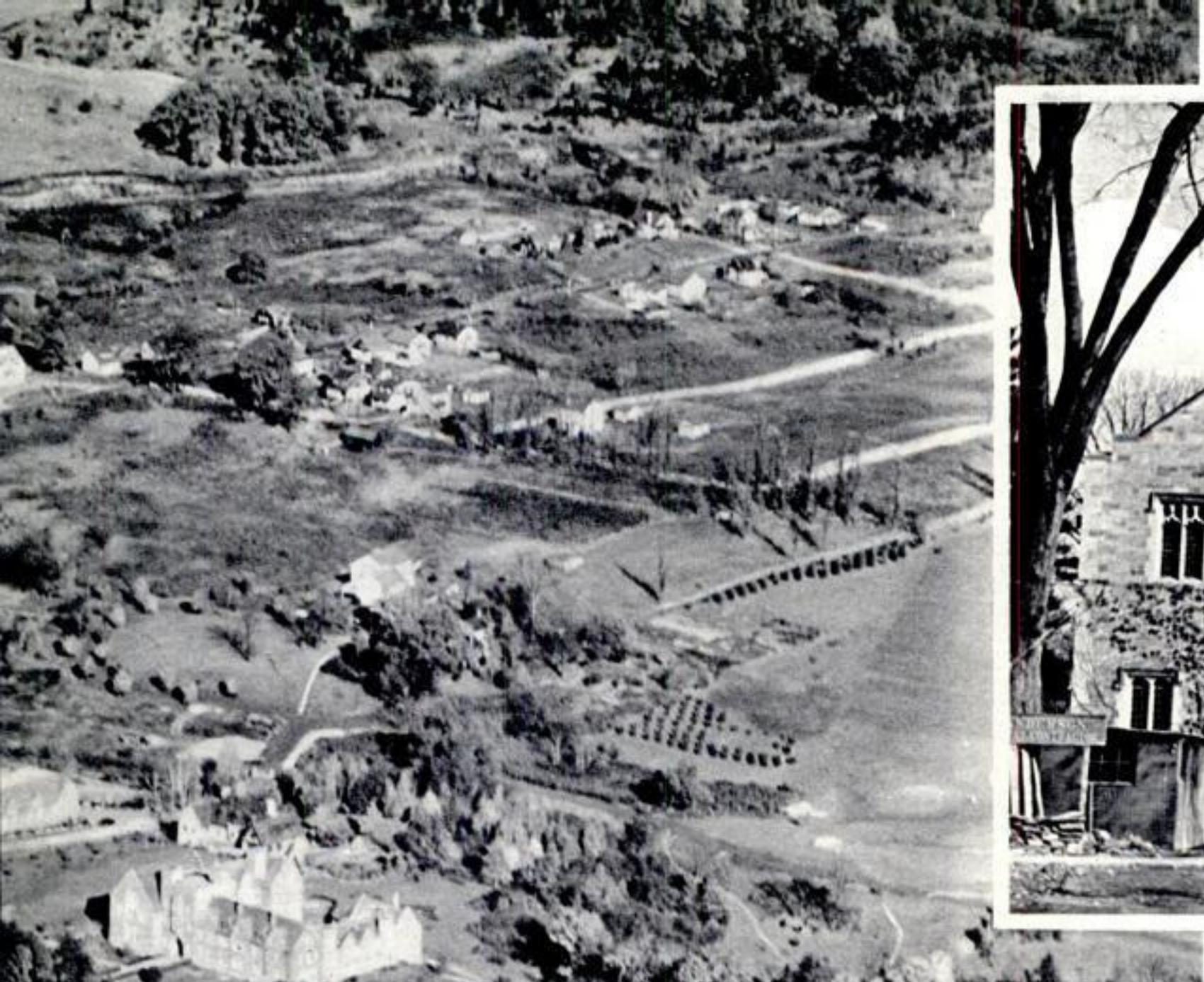
"The ship's hospital is available to crew as well as passengers. In this spotless room aboard the *Santa Lucia*, the ship's surgeon is taking the pulse of a seaman. Note the nurse (left) who is in constant attendance on the *Santa* ships."



Q

R

L



Through Taylor Hall gate you enter Vassar's 900-acre campus.

VASSAR: A BRIGHT JEWEL IN U. S. EDUCATIONAL DIADEM

OF few things is the U. S. more proud than of its vast educational system. In the matter of women's colleges this pride is well-placed because no other country can match the U. S. combination of Bryn Mawr, Smith, Wellesley, Vassar, Radcliffe, Mount Holyoke and sister schools. Which is the best, educationally or socially, remains debatable among partisans; they are all excellent. But Vassar, at Poughkeepsie, N.Y., has the distinction of being the richest women's college on earth. At left you see Vassar's campus, with buildings valued at \$9,500,000. The 1,200 girls who inhabit it each pay \$1,200 a year for tuition and keep, but the college's annual expenses are over \$2,000,000. A fat endowment of \$9,000,000 covers the deficit. Vassar girls sleep in the Quadrangle (Q); study in the Library (L); go to classes in Rockefeller Hall (R); enter and leave college through Taylor Hall (T); get their mail, supplies, campus gossip at Main Hall (M). Their sports are played in Athletic Circle, just above the "Quad." Turn page to see how they dress and live.



Behind Vassar's President MacCracken is Taylor Hall gate.

(CONTINUED)



What a Vassar girl wears on a fair day.

VASSAR CLOTHES

THE classic campus dress of a Vassar girl consists of a tweed skirt, a Brooks Brothers sweater, saddle-strap or tennis shoes and a polo coat. Sole acceptable ornament is a small string of pearls. Glasses are common on attractive noses. Blue jeans, introduced by students of Mrs. Hallie Flanagan's "DP" (Dramatic Production) course in the Experimental Theatre, have spread throughout the college. In fall, shorts and hockey sticks are popular. A bandana or riding hat is worn when it rains. Umbrellas are taboo. Almost any apparel goes on campus and in class, but outside Taylor Hall gate Vassar decorum calls for more formal attire. Besides her tuition and board fee, the average Vassar girl spends \$655 a year on clothes, books, beauty, cigarettes, candy and cinemas at Poughkeepsie's Bardavon and Stratford theatres.



What a Vassar girl wears on a rainy day.



Polo coats, jeans and flat-heeled shoes (*see opposite page*) predominate on the Vassar "Quad." These girls are going to class in Rockefeller Hall, seen through trees.



VASSAR girls spend 8-to-15 hours a week in classes. Those above are mainly freshmen, taking notes while Prof. Charles Gordon Post Jr. lectures in Political Science 105. Vassar girls rise at 7 o'clock, breakfast at 7:30, study or attend classes till 10:05, go to chapel occasionally at 10:10, study again till luncheon at noon and after luncheon till 4:30. Dinner is served at 6:15. From 7:30 to 9:30 is quiet hour, reserved for study. Soft slippers instead of mules are then required to minimize dormitory noises. At

10:30 every girl must be in her hall. She may study all night if she wishes, but she is usually in bed by 11. Saturday night she goes to "J" (informal dance) at Students' Building, where men are rare and any girl may cut in. Those who do not want to submit their male companions to this experience, escape by car to roadhouses outside Poughkeepsie. Juniors and seniors have unlimited week ends, may leave campus at will. Freshmen and sophomores must spend most Sundays, a bit dully, in bridge and study.





VASSAR (CONTINUED)

The mail rush at Main Hall occurs during Chapel period.



Ordinary letters are read on the "Quad" en route to class.

Extraordinary letters are read in private in one's room.



A field hockey costume calls for safety rather than chic.



Riding is popular, but so is the "Co-op" bookshop.



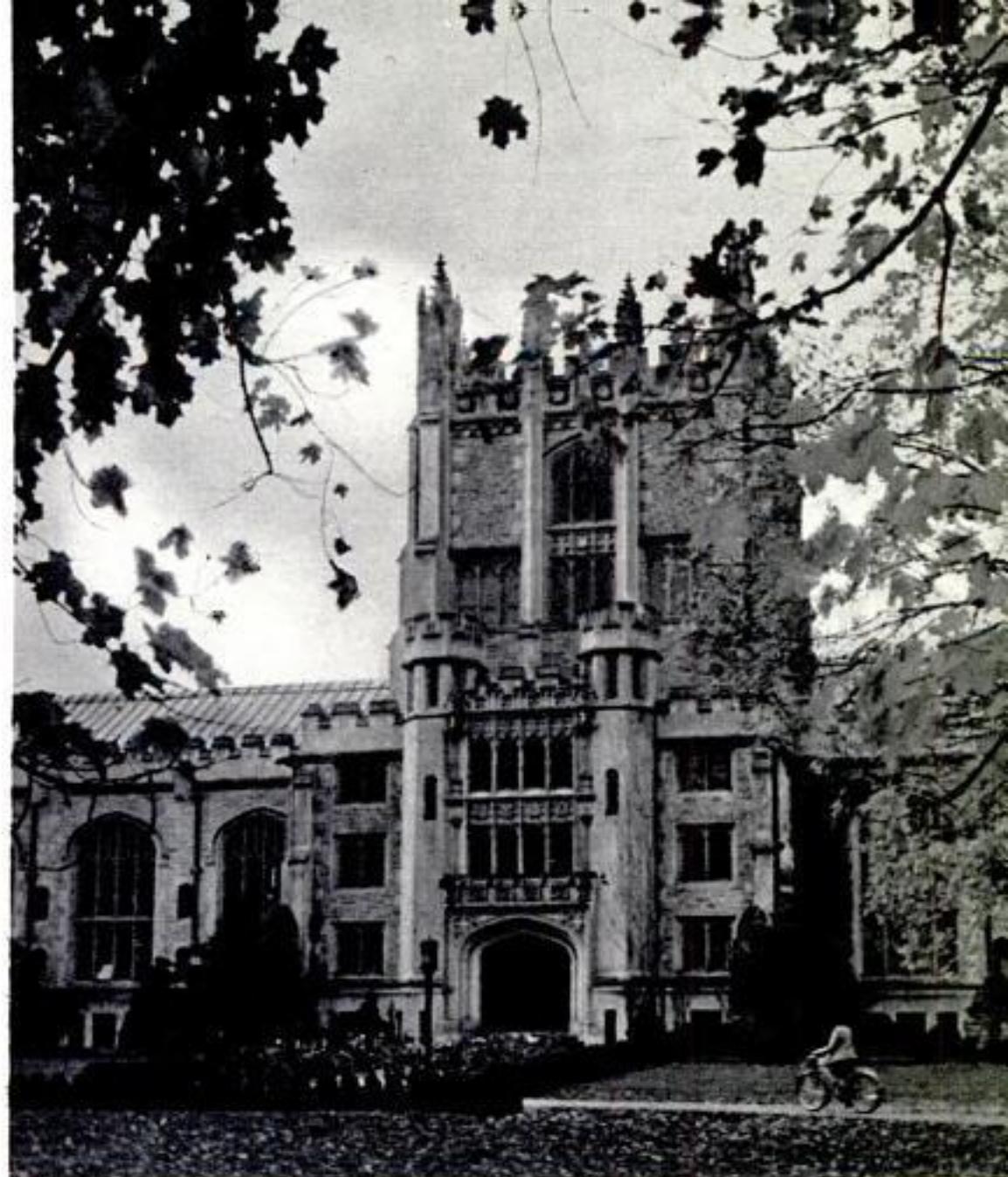
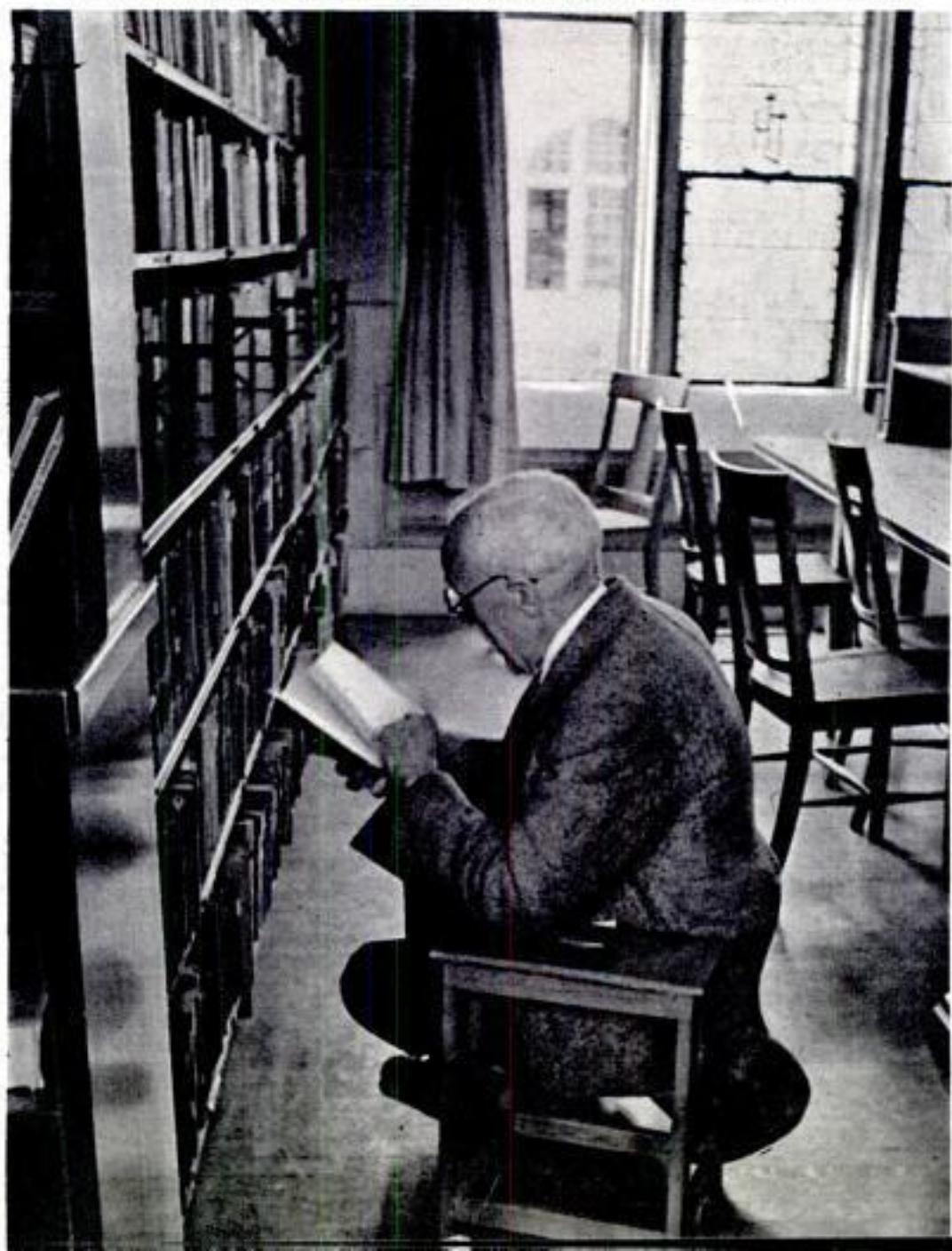


These indoor tennis players are waiting for a court in Vassar's new \$350,000 gymnasium (see front cover). On right is Helen Grawn of Detroit, former U.S. girls' indoor champion.

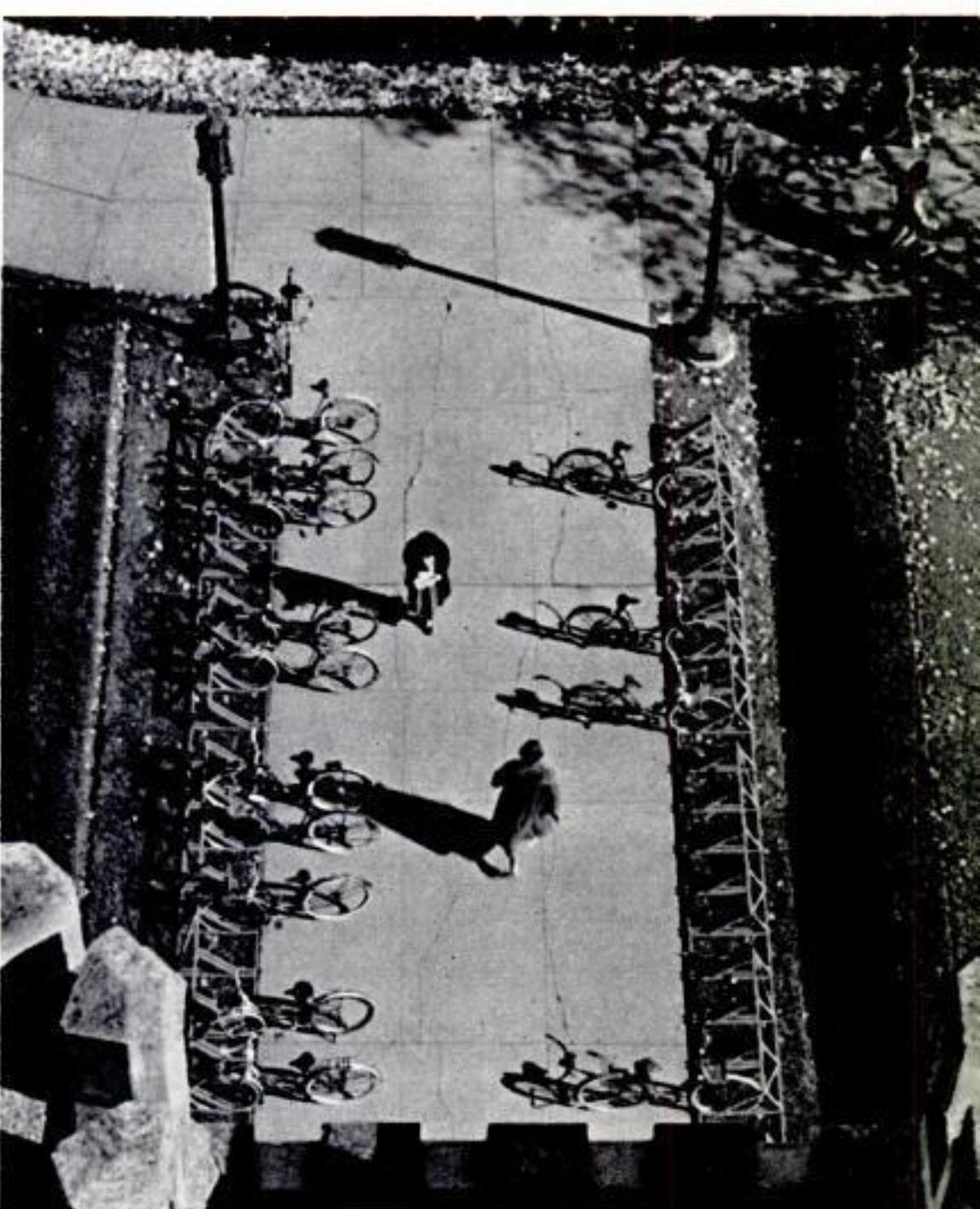
A finger wave at Dorothé's, just off campus, costs 50¢.



Professor Emeritus Henry Seely ("Pop") White in the stacks.



The \$700,000 Library is the handsomest building at Vassar.



Looking down on the entrance from the "Libe" tower roof.

Prof. Amy Louise Reed teaches English, reads in the "Libe."



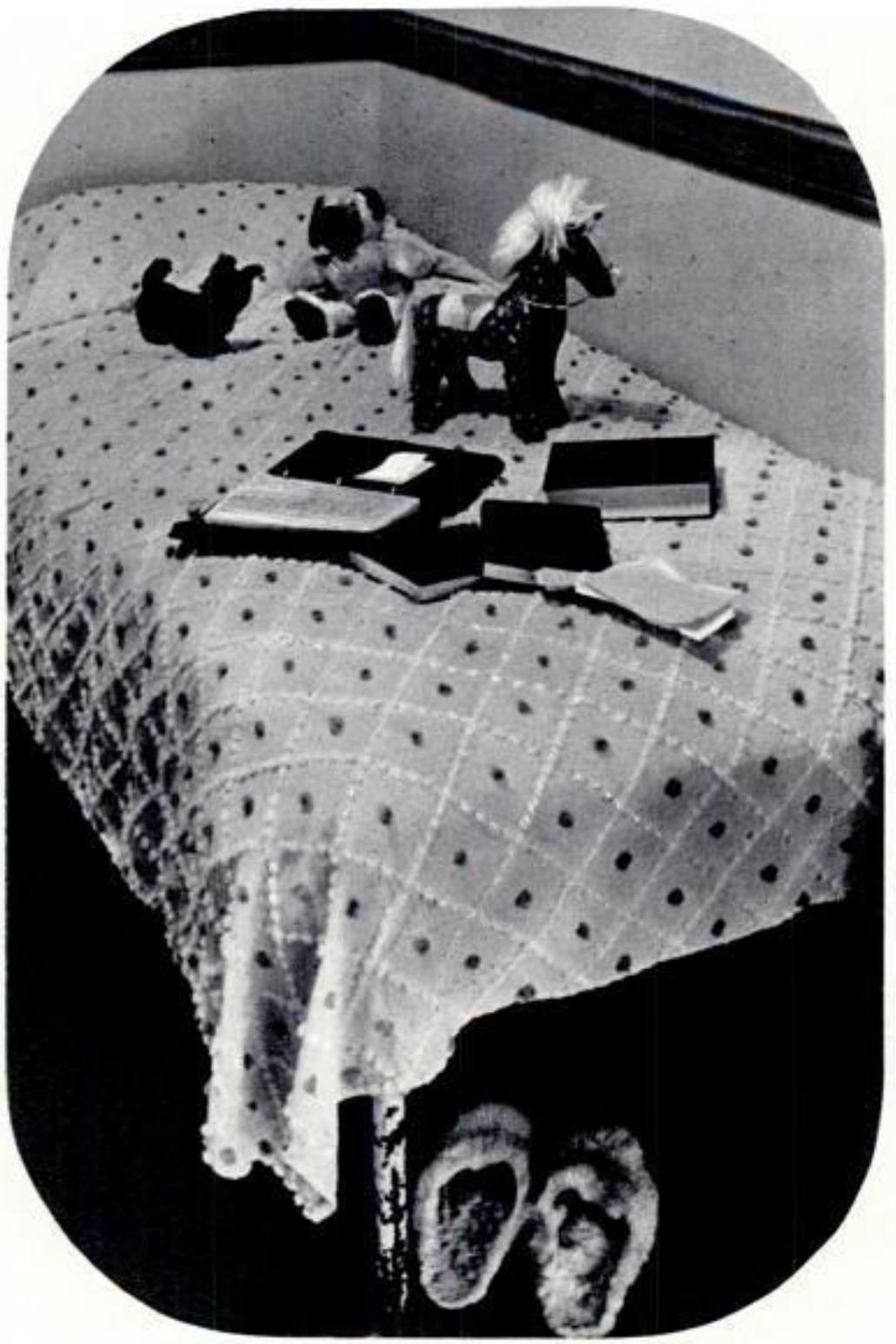
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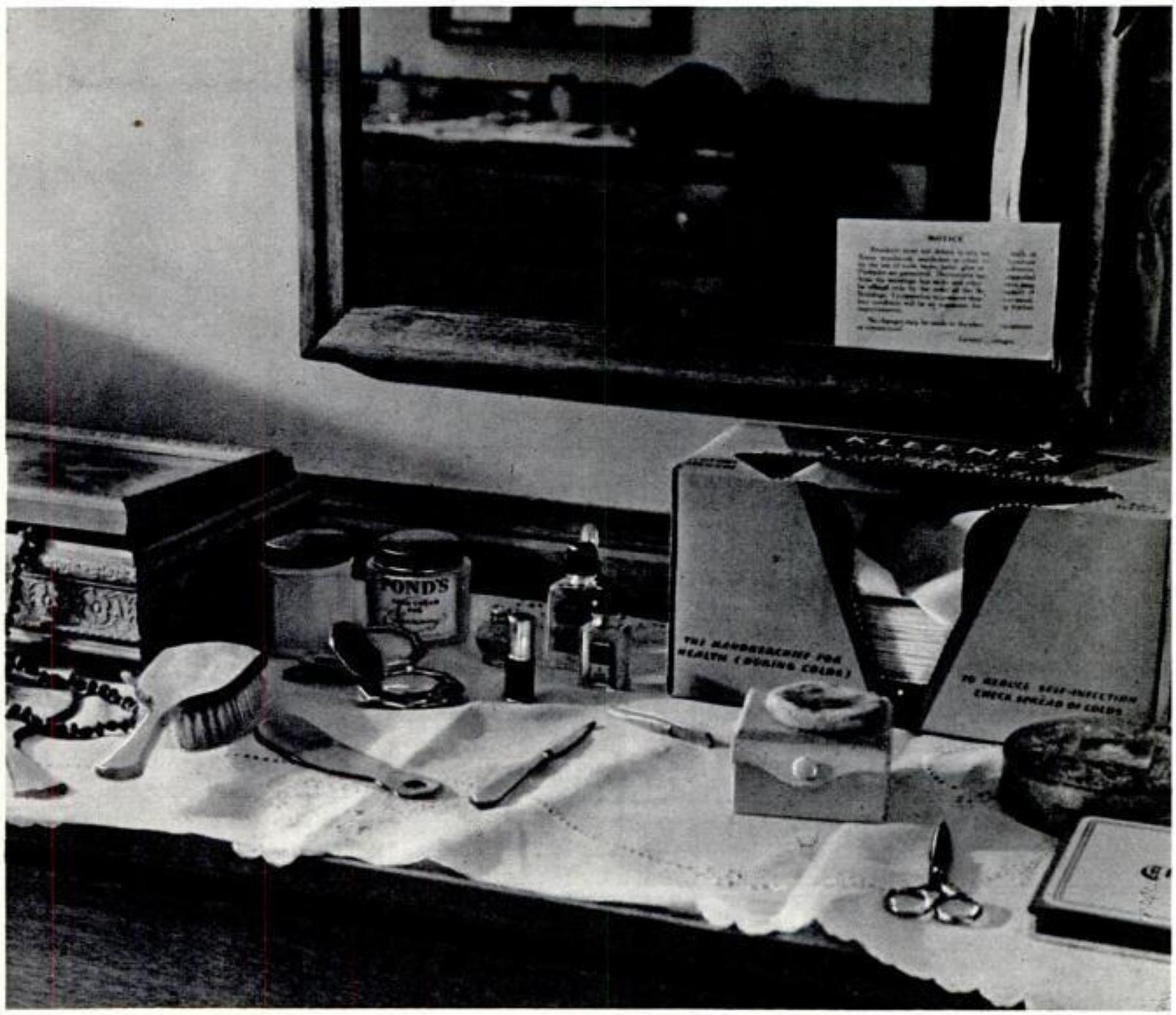
THE WARDEN SETS VASSAR'S SOCIAL TONE

RESPONSIBLE for the social atmosphere of the world's richest women's college is Eleanor Childs Dodge, Vassar Warden. Her business is to see that there is no friction among classmates, no unhappy students, no scandals. She assigns rooms, supervises the social calendar, plays hostess to Vassar's distinguished guests. A Vassar graduate (Class of 1925) of charm and tact,

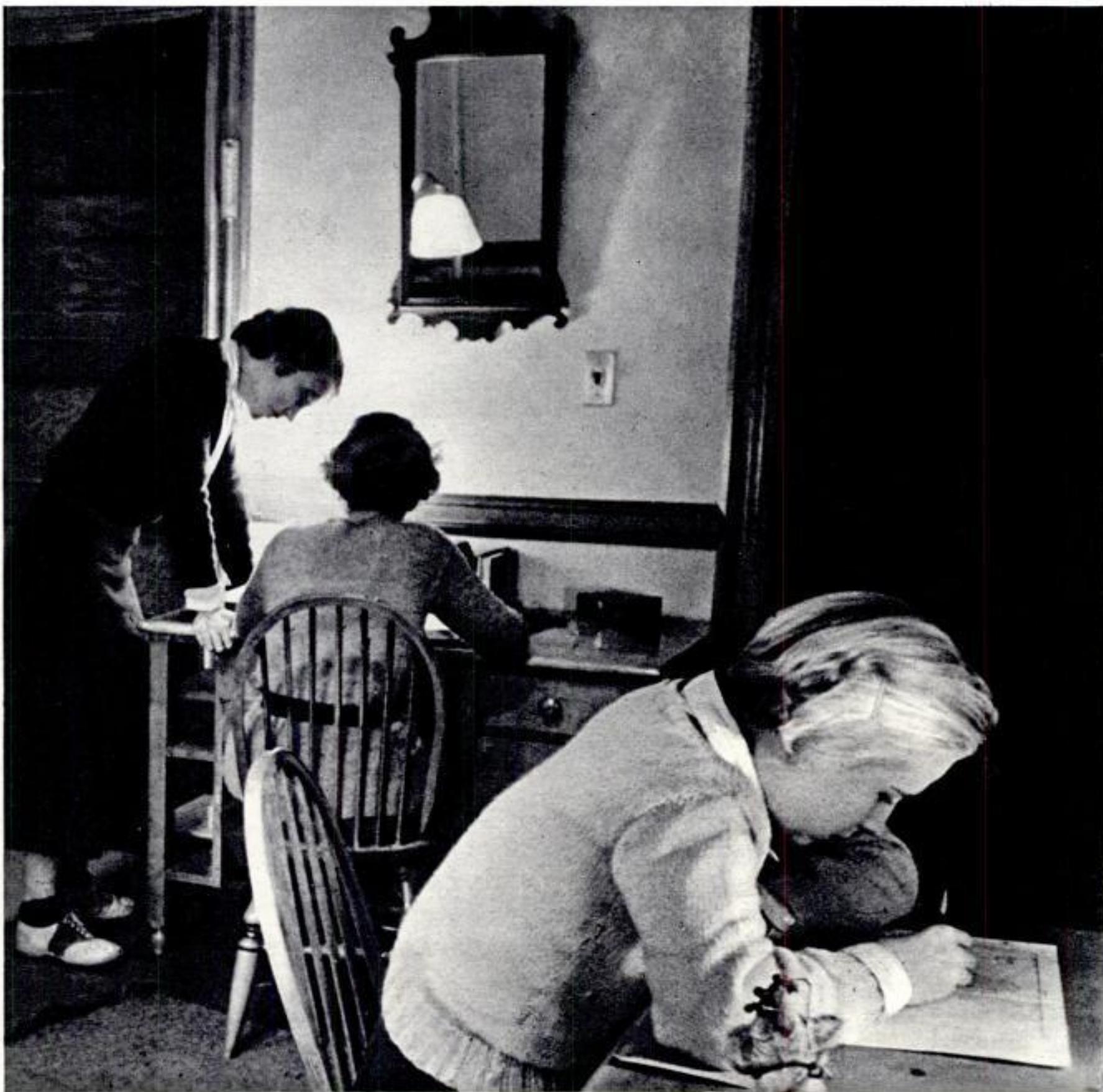
she lives in the two-story brick Warden's house, where she entertains her wards once a week at tea. Beloved by all Vassar girls, who call her "Nanny," she wears what they do, gives them sound advice, never fails to understand their problems. Warden Dodge is a Boston blueblood, the daughter of Lawyer Robert Gray Dodge, who presides over Wellesley's Board of Trustees.



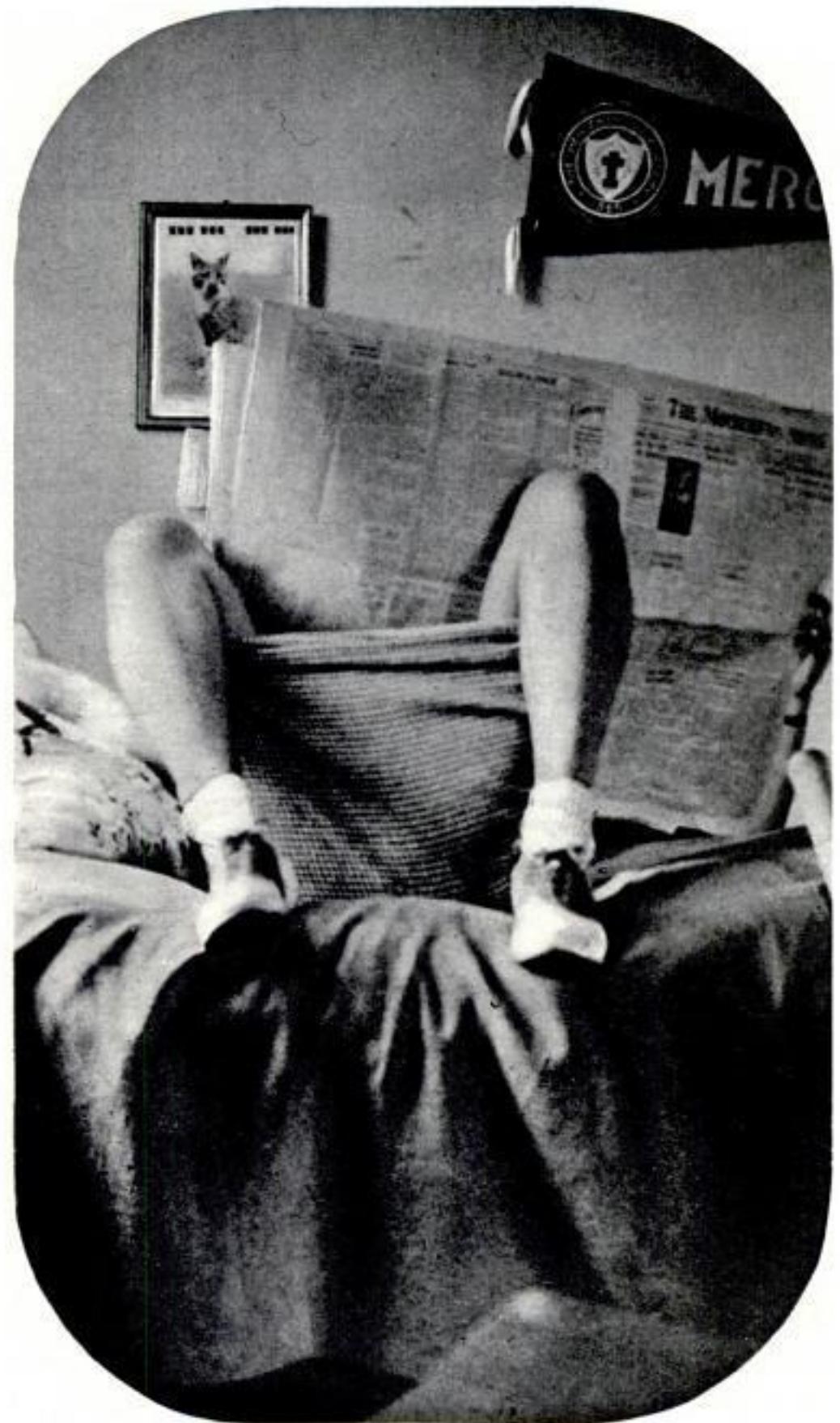
A Vassar freshman's bed usually looks like this.



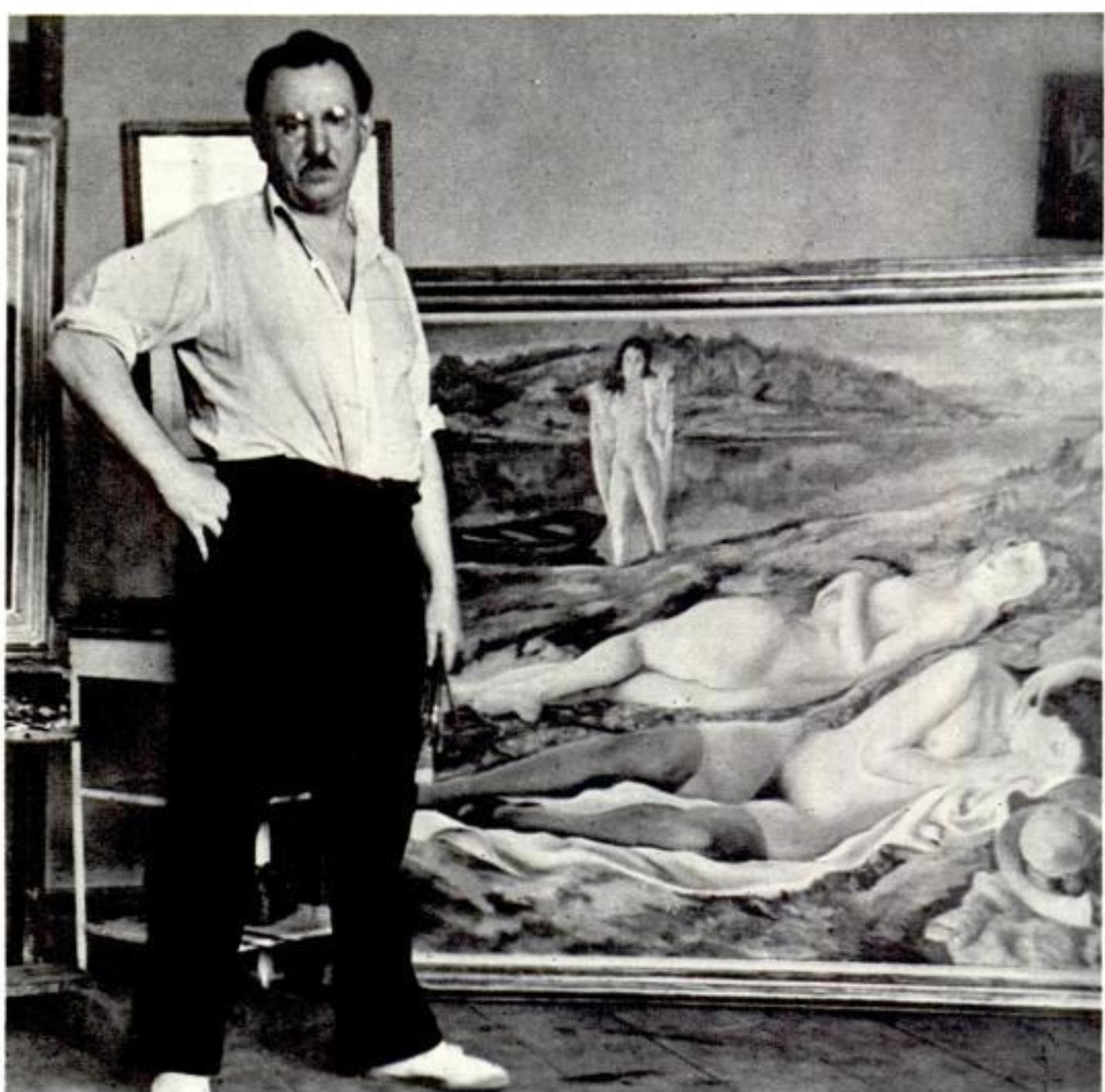
Make-up for a Vassar bureau includes cold cream, powder, lipstick, Kleenex, Cutex, tweezers, and Chesterfields.



The girl standing in this picture is a study-hour visitor, a practice generally discouraged at Vassar.



Nothing at Vassar gets more study than hometown papers.



Emil Ganso was born in Germany in 1895, came to the U. S. at the age of 17. He now is especially famed for his sensuous nudes, a sample of which appears in the picture above.



Aaron Bohrod studied at the Chicago Art Institute and under John Sloan (*lower left*). Today he specializes in Chicago scenes, lives in a neat apartment over a stable.



John Sloan at 65 is best known for his New York scenes. For years he was the best teacher in the Art Students' League, has always rebelled against academic painting.



William Gropper created an international incident two years ago by cartooning Japan's Emperor pulling a ricksha. He held his first show of oil paintings last year.

PAINTING ON A BUSINESS BASIS

BY setting up a distributing agency to control the reproduction of their work, nearly half a hundred contemporary U. S. artists have ceased to depend entirely upon wealthy patrons for a living and have for the first time helped to make easel-art self-supporting. Four of the painters who compose Living American Art Inc. are shown on this page. On the following pages are pictures produced by them and by Reginald Marsh (LIFE, Jan. 4). Most of these artists believe that a painter has a right to benefit from copies of his work.

LIVING ART AT \$5 PER PICTURE

NO more virile and significant art has been produced in the U. S. than that by today's painters. Result has been a healthy interest in good art, an unhealthy distribution of bad reproductions. Unlike writers and musicians, painters have heretofore realized no royalties from their work, were forced to stand by while their pictures were cheaply copied, cheaply thrown on the market. Late last year some able artists, deciding to do something about this condition, banded together to form Living American Art, Inc., colorprint distributors. Every three months this organization selects twelve important U. S. pictures for collotype reproduction in limited quantities. The collotype process yields virtually perfect reproductions, is best done by Vienna's Max

Jaffé, to whom the original paintings, borrowed from U. S. museums and private owners, must be sent. Prints are sold to all comers for \$5, of which the artist gets up to 10%. The first batch of colorprints was shown simultaneously three months ago in 225 cities in 46 States. The second group is currently being exhibited in some 300 colleges, museums, libraries, schools. The pictures shown on this and the two following pages are the first color reproductions ever made from Jaffé's prints. New ramifications of Living American Art is a lending library from which anyone may borrow 48 prints a year by purchasing two. Started last November, the library now has more than 1,500 charter members, does for art what book-of-the-month clubs do for literature.



JOHN SLOAN FOUND THIS SCENE ONE SUNDAY OUTSIDE HIS STUDIO WINDOW

LIVING ART (CONTINUED)



REGINALD MARSH PAINTED "HIGH YALLER" FROM MEMORY AFTER A VISIT TO HARLEM



The Village Church stands between Woodstock and Bearsville, N. Y. It was nearly autumn when Emil Ganso painted this scene in water color. The original is in New York's Weyhe Gallery.



Landscape Near Chicago, by Aaron Bohrod, raised a howl of protest from sensitive Chicagoans when it was first shown. Bohrod was born in Chicago 29 years ago, has spent all of his painting life working from material found in and around that city.



The Senate, by New York's William Gropper, is the most sensational and most widely reproduced of the Living American Art's collotype prints. Manhattan's Museum of Modern Art recently purchased this oil from the American Contemporary Arts Gallery.

★

*Why is it
that gentlemen favor
a DRY whiskey?*

★

THAT'S easy to understand. It's for the same reason that dryness in champagne, in sherry, and in cocktails, too, appeals so to gentlemen.

And in Paul Jones, men have found a truly dry whiskey—robust and full-bodied, yet without a trace of sweetness in its make-up.

We believe that in this quality of dryness you'll find one of the important reasons why, ever since 1865, Paul Jones has been renowned as "A Gentleman's Whiskey."

**A BLEND OF STRAIGHT WHISKIES
92 PROOF**

Frankfort Distilleries, Incorporated, Louisville & Baltimore, makers of Four Roses (94 proof), Old Oscar Pepper brand (90 proof), Mattingly & Moore (90 proof)—all blends of straight whiskies.



Paul Jones
A GENTLEMAN'S WHISKEY
SINCE 1865

★



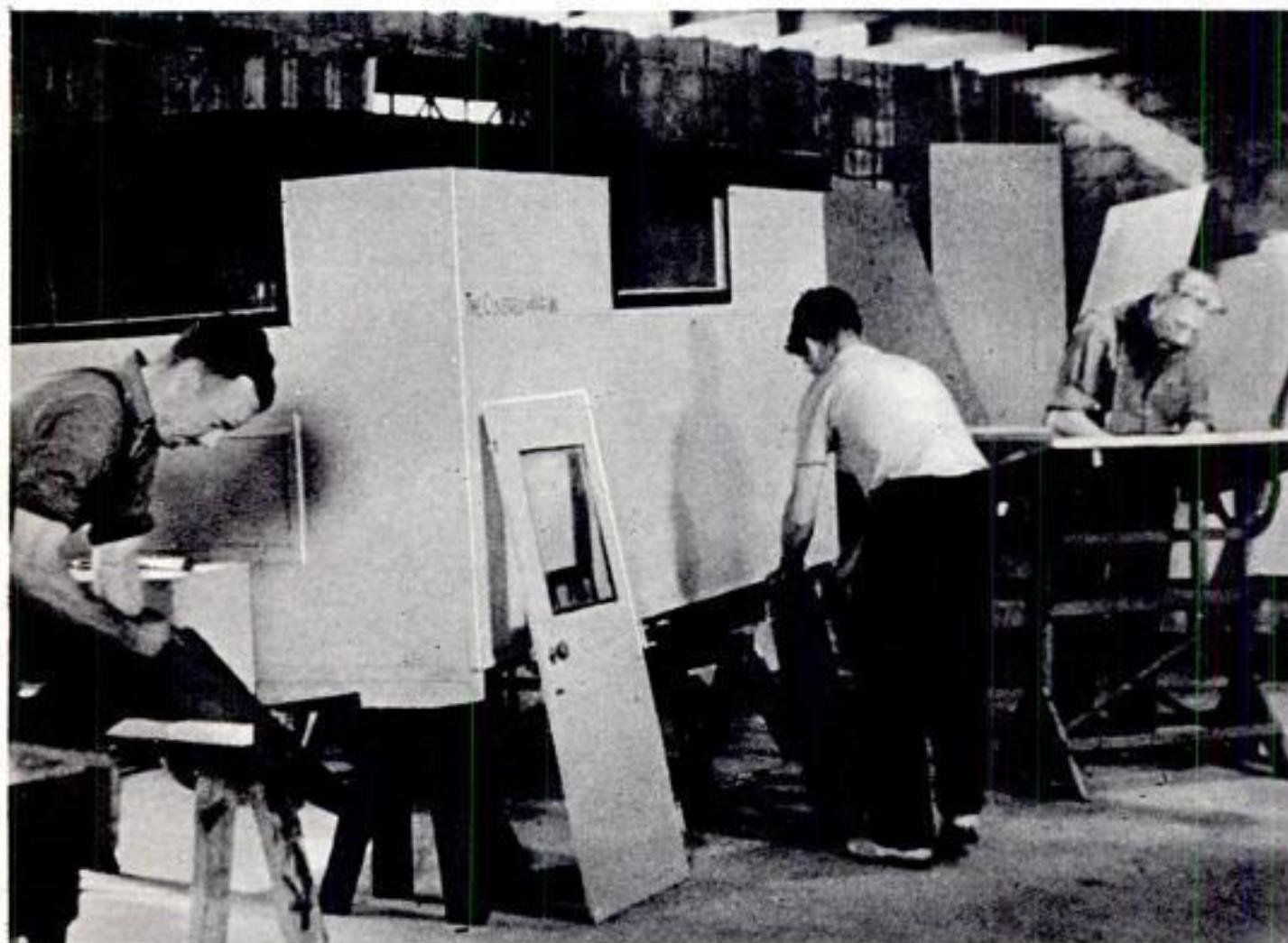
Vacationist Arthur Sherman and family struggle to put up the folding tent of their box trailer. From this experience came Mr. Sherman's trailer company.



The book of instructions allowed ten minutes to erect the trailer's tent but it took Mr. and Mrs. Sherman two hot, sweaty hours to manipulate the gadgets.



In Arthur Sherman's two-car garage (above) was born the Covered Wagon Trailer. His children said his first effort looked like "The Covered Wagon." The name stuck.



Once Sherman worked out the design of his own trailer, he hired expert cabinetmakers to build it. When finally completed, this first 1929 model cost him around \$500.



Mr. and Mrs. Sherman sit down in their first Covered Wagon. Built somewhat like an egg crate, it measured nine feet long, six feet wide and six feet seven inches high.

COVERED WAGON

goes into the Money Market

BIGGEST man in the fast-growing U. S. trailer industry is Detroit's Arthur George Sherman, 46. His Covered Wagon Co. last year worked day and night producing \$3,000,000 worth of trailers. On Jan. 4 the Securities & Exchange Commission in Washington received Covered Wagon's application to sell the public \$600,000 worth of its securities—the largest excursion of any trailer concern to date into the money market. Fond of camping, Mr. Sherman bought a box trailer in 1928, took his wife and children on a summer's automobile jaunt. Nights were spent in the trailer which unfolded into a tent. The trailer's faults and failures so exasperated Camper Sherman that he spent the next winter designing a model of his own. That summer he took it out on the open road, was pestered by curious prowlers, got an idea. In 1929 he entered the trailer-manufacturing business, watched his initial \$10,000 speculation develop into a \$10,000,000 business.

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Its new Mt. Clemens factory, formerly operated by Copeland Refrigerator and National Candy is still too small to meet Covered Wagon's requirements.

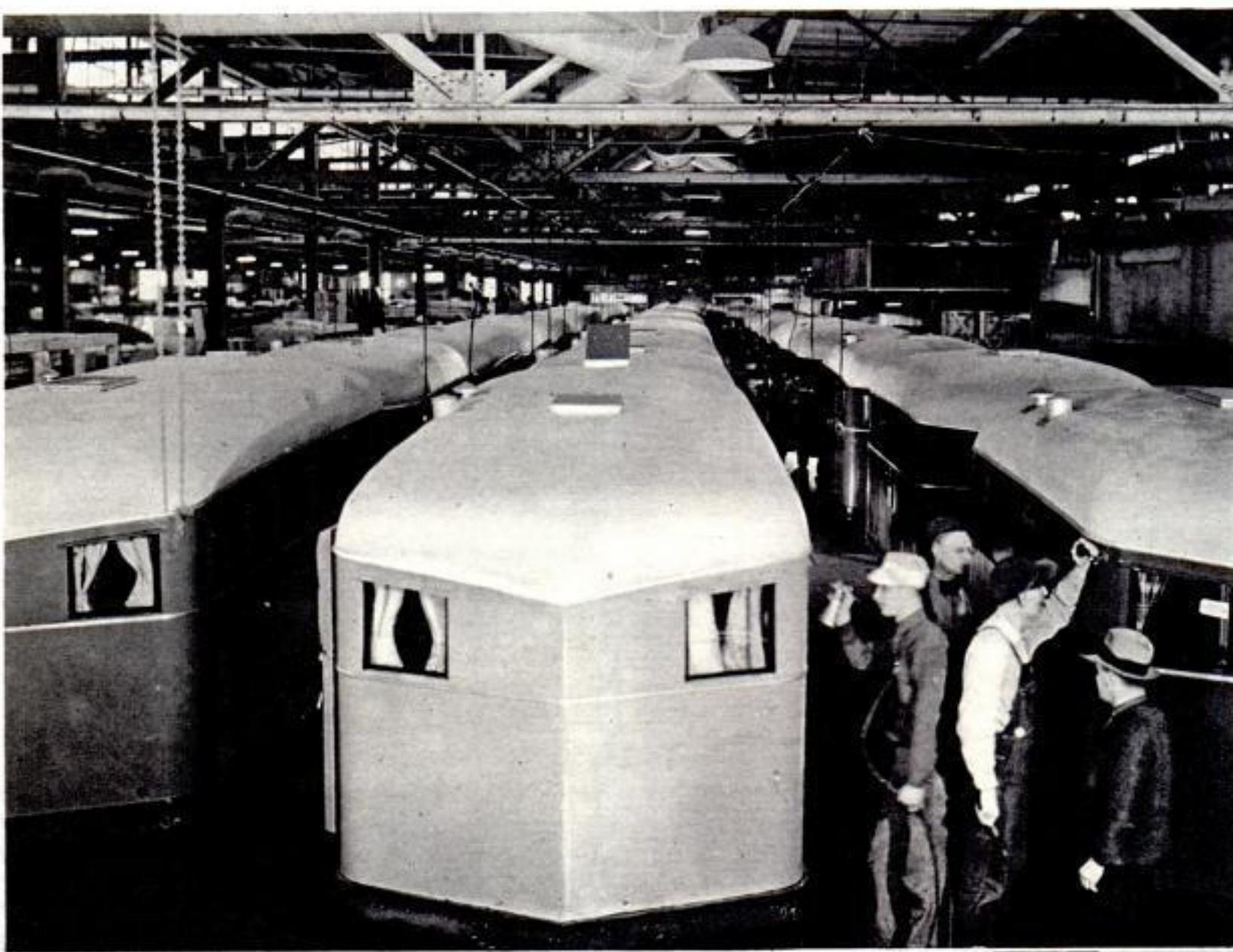


As active president of Covered Wagon, Founder Sherman is a neat, alert executive and his days as the disheveled tent-struggler are now over.

ONE OUT OF EVERY SIX TRAILERS SOLD LAST YEAR WAS A COVERED WAGON

LAST year Covered Wagon sold more than 6,000 trailers, easily led the industry. Nearest competitors were Detroit's Silver Dome, Inc., Elkhart's Schult Trailers, Inc. and Flint's Palace Travel Coach Corp., all of whom claim second place in trailer sales. This year Mr. Sherman expects to produce and sell 20,000 units, gross \$10,000,000. The new financing plan, which will offer 30,000 shares of preferred stock (par value: \$20) to the public, will bring in around \$750,000. With it, Mr. Sherman plans to retire outstanding bank loans, pay off current liabilities, use the remainder for expansion and working capital. Not for sale are the 370,000 shares of common, 295,000 of which are registered in President Sherman's name.

This year Covered Wagon is producing three standard models: the Master, the De Luxe and the Custom Coach. All are built on all-steel chassis which are equipped with electric brakes and tempered-steel springs. The walls are constructed of Shermanite steel, processed to a three-ply laminated wood. Roofs are covered with waterproof duck, painted aluminum to deflect heat. All have specially-designed two-burner gasoline stoves with built-in ovens, 50-lb. capacity refrigerators, concealed 30-gal. water tanks and enameled kitchen sinks. Generously equipped with furniture, all but the Master model have lavatories with septic toilets and shower baths.



Covered Wagons on assembly line. In June 1936 the company's output jumped from 85 trailers a month to 1,234; it listed 1,300 men on its payroll.



Covered Wagon Trailers leave the factory at the rate of about 40 a day. At present there are 900 authorized dealers scattered about the U.S.

COVERED WAGON'S PUBLICITY PICTURES



Interior view of the \$865 1937 De Luxe Model. Nineteen feet four inches long, it weighs 2,480 lb.



The 1937 Master Model is the smallest unit produced by Covered Wagon. Seventeen feet long, it costs \$645.

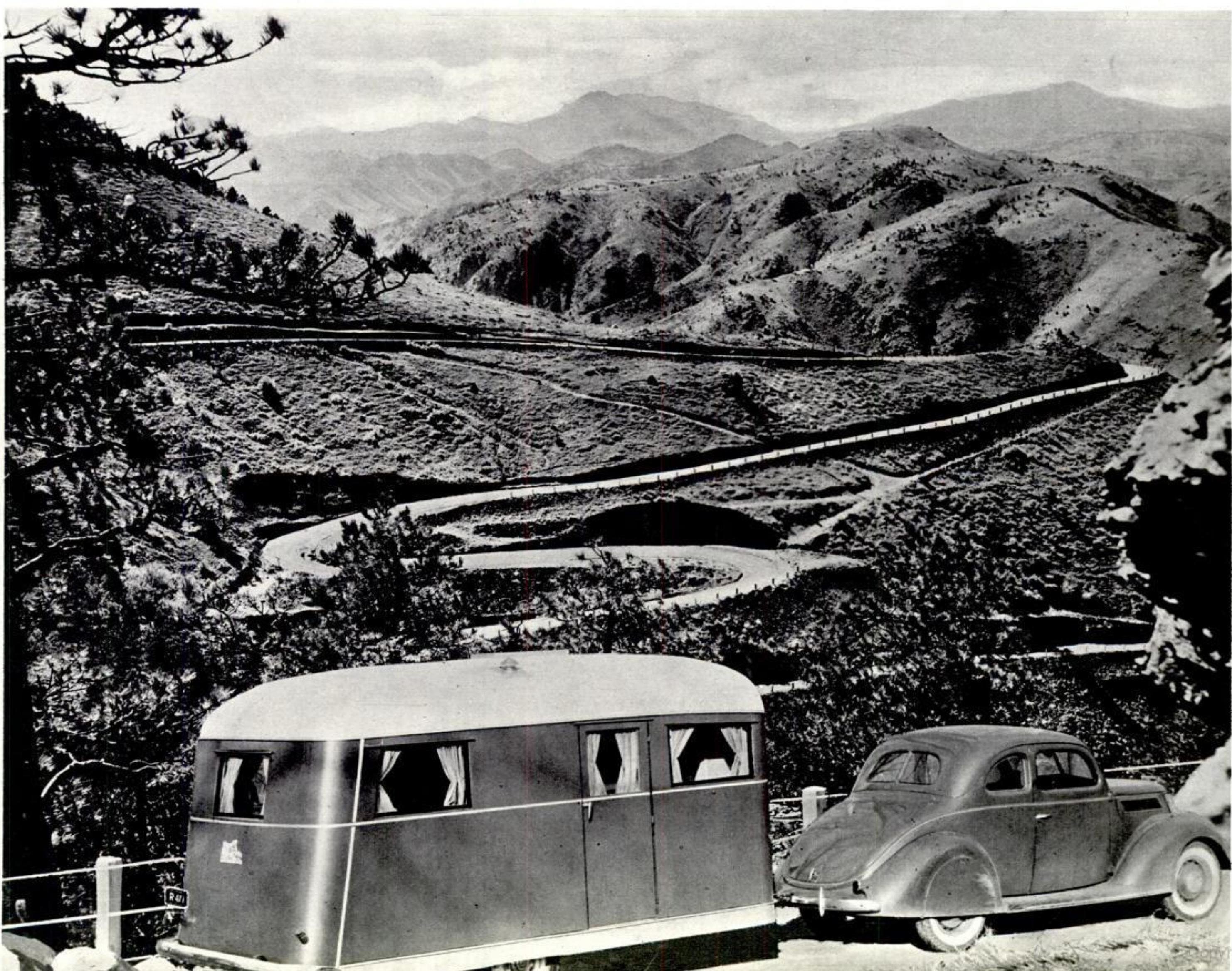


Another view of the 1937 Master model. All interior appointments shown are included in the list price.

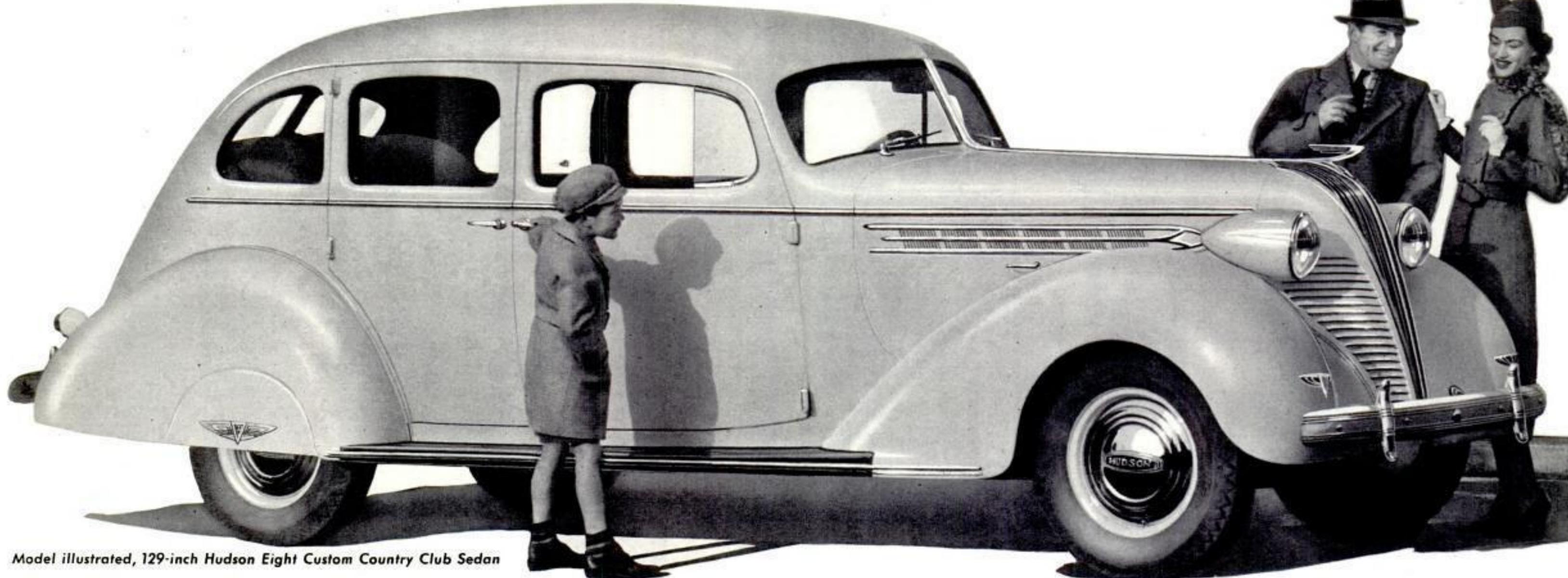
A streamlined Master model parked in a pretty setting. Most popular of the Covered Wagons, the Master is

attached to the car by a coupler that permits full turning in any direction. Its maximum sleeping capacity is

four people. When detached for the night, it rests on its two wheels and a forward worm-thread jack.



"No wonder these cars are getting
more popular everywhere!"



Model illustrated, 129-inch Hudson Eight Custom Country Club Sedan

TRY IT TODAY . . . THE GREATEST



"How Beautiful!" Real praise, this! For the Thompsons found much to admire in many different 1937 cars. But here, in the Hudson and Terraplane showroom, they're face to face with truly *distinctive* style that combines *both* good looks and usefulness . . . style that sets these cars apart from all the rest.

"Floor All Clear!" The youngest member of the Thompson family noticed it first. No gear shift lever in the floor! No brake lever there, either! Nothing to stumble over . . . room, at last, for all three pairs of feet! And that rear floor . . . *all level* . . . no "hump." But . . . *no gear shift lever* in front! Where, then, do gears shift? "Just wait till we start, and I'll show you," says Mr. Thompson.

"So Much Room!" The Thompsons discover that those trimly graceful exterior lines surround the *roomiest interior* in *any* popular car. "Almost as wide as our davenport!" Mrs. Thompson exclaims as the whole family settles in the front seat. And she's right . . . here is 55 inches of solid comfort for three . . . several inches more than you'll find in the front seat of any other popular car.



"What Get-Away!" And no wonder, with 96 and 101 horsepower in Terraplane . . . 101 and 107 in Hudson Six . . . 122 in Hudson Eight. Top horsepower in each price class, Mr. Thompson, with the smoothness that only Hudson and Terraplane owners enjoy. And top gasoline economy . . . officially tested and certified!



"Riding On Velvet!" Long, gentle springs are free for the first time from steering and braking strains. There is no "nosing down" when brakes are applied. Steering is amazingly easy and responsive, with new roller-tooth gears. It takes a *big car* for that "big car ride." And each of these cars is the biggest in its price class . . . 117-inch wheelbase in Terraplane, 122 and 129-inch in Hudson.



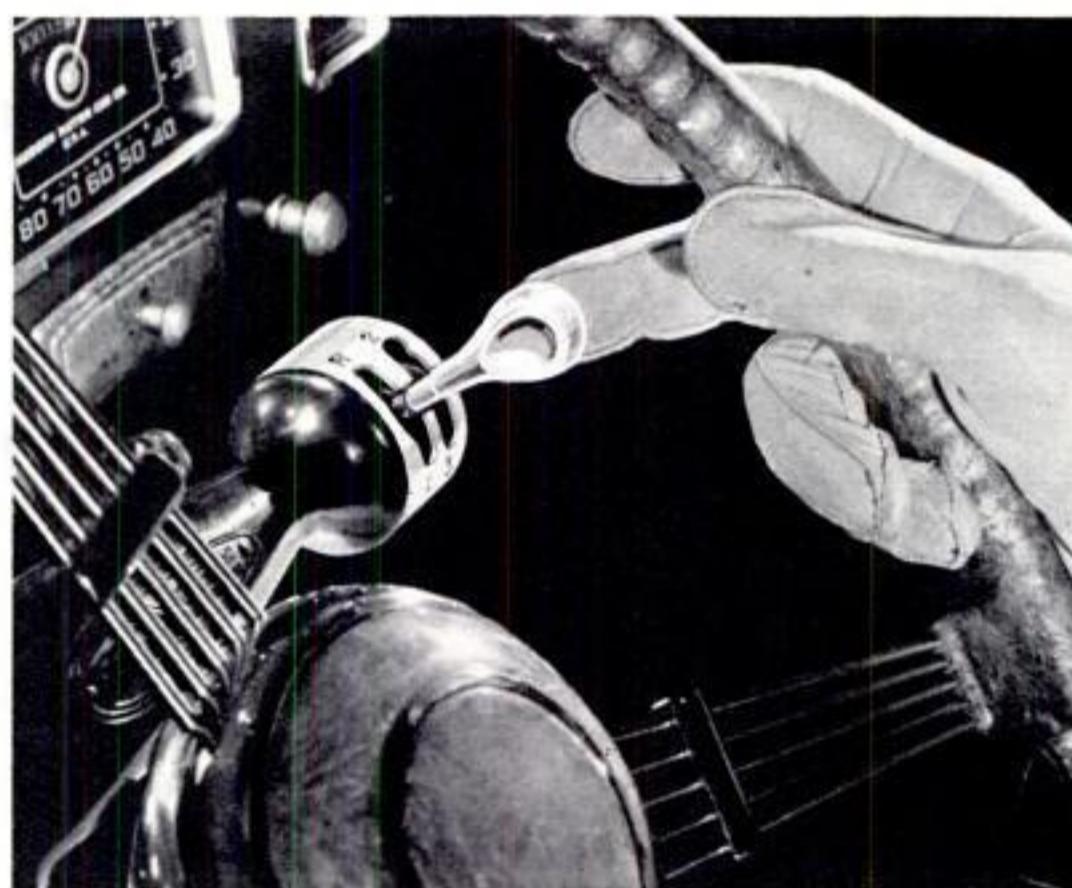
"No. 1 Performance, Too!" The Thompsons soon discover why Hudson-built cars are known as the world's greatest performing stock cars. And they know the 1937 Hudson and Terraplane have already *proved* their right to the title. For, in the most punishing endurance test of all time, these cars captured 40 official stock car records, certified by the American Automobile Association. No other 1937 car has such proof!

THE THOMPSONS DISCOVER THE NEW WAY TO DRIVE!

★ ★ ★

A flick of a finger . . . A touch of a toe . . . TO SHIFT! TO STOP! TO GO!

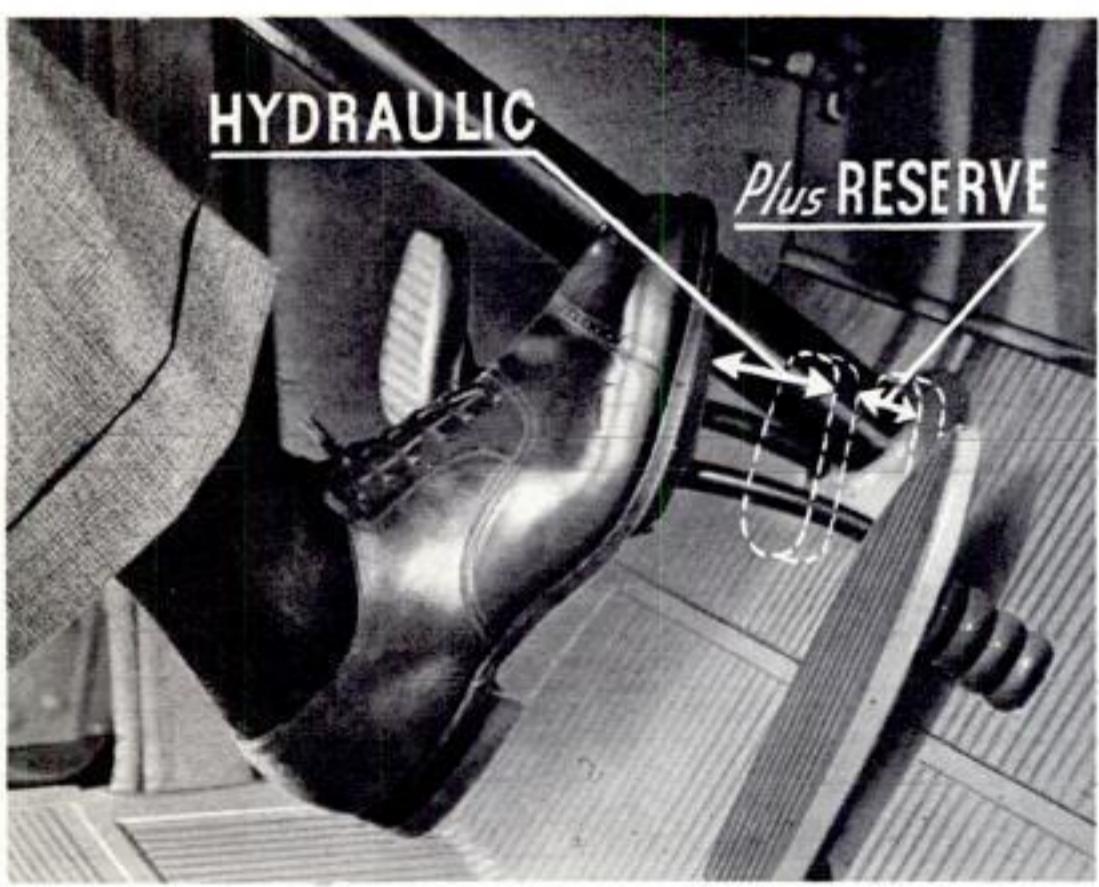
DRIVING SENSATION IN YEARS!



"Such Wide Vision!" That's another important point. The sloping deep-V windshield is one of the smartest style notes of the season. But more than that . . . it is 52½ inches wide. "No danger of not seeing cars coming from either side," says Mr. Thompson. That extra depth means a bigger driving compartment, too. And behind the dash is a package locker with record roominess... *1002 cubic inches.*

"Presto . . . To The Gear We Want!" That's the new way. Up under the steering wheel are the same familiar gear positions. You merely flick the lever to select the gear you want. Both hands stay on the wheel. "Why there's nothing new to learn," observes Mrs. Thompson. Right! And how much easier and safer . . . as more than 100,000 owners will tell you, after driving over a *billion* miles this new way.

"Change-o . . . Gears Shift!" When you're ready to shift, you merely lift your toe from the accelerator. You control every shift, but the car does all the work . . . *automatically*. "You see," says Mr. Thompson, "I never touch the clutch at all. And did you notice how fast and smooth that shift was? The gears shifted themselves."



"And What Brakes!" Duo-Automatic Hydraulics . . . safest stopping ever built into any car. Giant, smooth hydraulic brakes . . . and from the same pedal, a separate safety braking system that takes hold automatically if ever needed. Still a *third* braking system from the easy-operating hand brake up at the instrument panel . . . Mrs. Thompson will like the way it releases at a finger touch.

"Greatest Ride We Ever Had!" Back at the showroom again. "Boy, what pep!" says Junior. "And isn't it a beauty!" "Did you notice how luxurious the interior is . . . what fine upholstery and fittings?" Mrs. Thompson inquires. But Mr. Thompson, where is he? Over talking to the salesman! From now on, the Thompsons are going to drive the NEW way . . . the modern way.

HUDSON
No. 1 CAR
OF THE MODERATE PRICE FIELD
TERRAPLANE
No. 1 CAR
OF THE LOW PRICE FIELD

TRY THE

NEW WAY TO DRIVE!

TODAY

at any Hudson and Terraplane dealer's. No obligation. (Selective Automatic Shift optional at small extra cost on all models.)

AN ARMY OF FIGHTING CHINESE COMMUNISTS TAKES POSSESSION OF CHINA'S NORTHWEST



Chief of the Secret Police of the Chinese Communist armies, Teng Fa, 32, began his career as a cook on a British-owned steamer, there learned pidgin English. At 20 he helped organize a seamen's strike in Hongkong, was later educated at Whampoa Military Academy. Soon after graduation he joined the Communists. Generalissimo Chiang once offered him a \$30,000 bribe to join him, now offers \$30,000 for his head.



Free-lance Red War-Lord Hsiao Keh, 35, is worth \$100,000 dead or alive to China's Generalissimo Chiang Kai-shek. He got his military training in Chiang's own army. In 1928 he helped lead a peasants' revolt. He then raised his own Independent Partisan Army in central China and played a lone hand against the Government. In 1934 he joined another great unattached Communist, Ho Lung. Only last year the two ended their free-booting, joined the main Communist armies.

INTERMINABLE war has been waged in the heart of China by a potent army of Chinese Communists for nearly ten years. Their base today is the strategic northwest corner of China. Last week LIFE showed 20 rare pictures of the Chinese Reds. On these pages are 21 more, the first ever brought out of China, taken by a plucky American newspaper correspondent named Edgar Snow. The Chinese Reds are mysterious because the Nationalist Government has generally refused to treat with them, labeling them "bandits." And the Chinese Reds have generally acted like bandits toward foreign observers. But before 1927, Communism was the fashionable creed of patriotic Chinese reformers. In that year Generalissimo Chiang brusquely dismissed Russian ideas and Russian advisers from China, declared the Nationalist counter-revolution.

Chinese who still believed in Communism took four years to come into the open with an official Chinese Soviet in the southeast of China. Their leaders were Mao Tse-tung as Chairman and Chu Teh, as field commander. Able commanders flocked to them. These men, unlike most Chinese warlords, could not be bribed. It took Chiang nearly four years to dislodge them. In 1934 they slipped past his lines and headed for the Chinese Northwest, in a great 7,000-mile circle of flight. In the course of this "Heroic Trek," the Communist army of 100,000 avidly battled with Chiang's troops. But once they had reached the Northwest, the Chinese Communists were in a strategically perfect spot. They rapidly extended their influence over an area with a population of some 20,000,000 people. The Northwest is rimmed with mountains against the east. And it backs directly on Russian-controlled Outer Mongolia and on Russian-controlled Sinkiang Province, two of the world's most inaccessible areas.

A Red orphan who grew up on the march, Fu Ch'in-kuei quit his textile factory in Kiangsi Province when the Communists arrived, survived the 7,000-mile "Heroic Trek" to the Northwest, is now "assistant to the Communications Bureau Chief."

The "Shansi Baby," Chu Ling-wei, climbed a wall one night last year to get out of his factory. He now ranks as Brigade Commander of the young children's Communist organization, the Youth Brigade, in Holienwan, Kansu Province.





Superintendent of the Reds' West Point is Lin Piao, 28, whose head is worth \$100,000 to Generalissimo Chiang Kai-shek. On the side he is commander of the Red First Army Corps which has never been defeated. Lin has been described as the most brilliant military theoretician in China. During the past two years, Lin's cadets have had to march some 7,000 miles between classes, to keep up with the "Heroic Trek" from the extreme southeast of China to the extreme northwest.

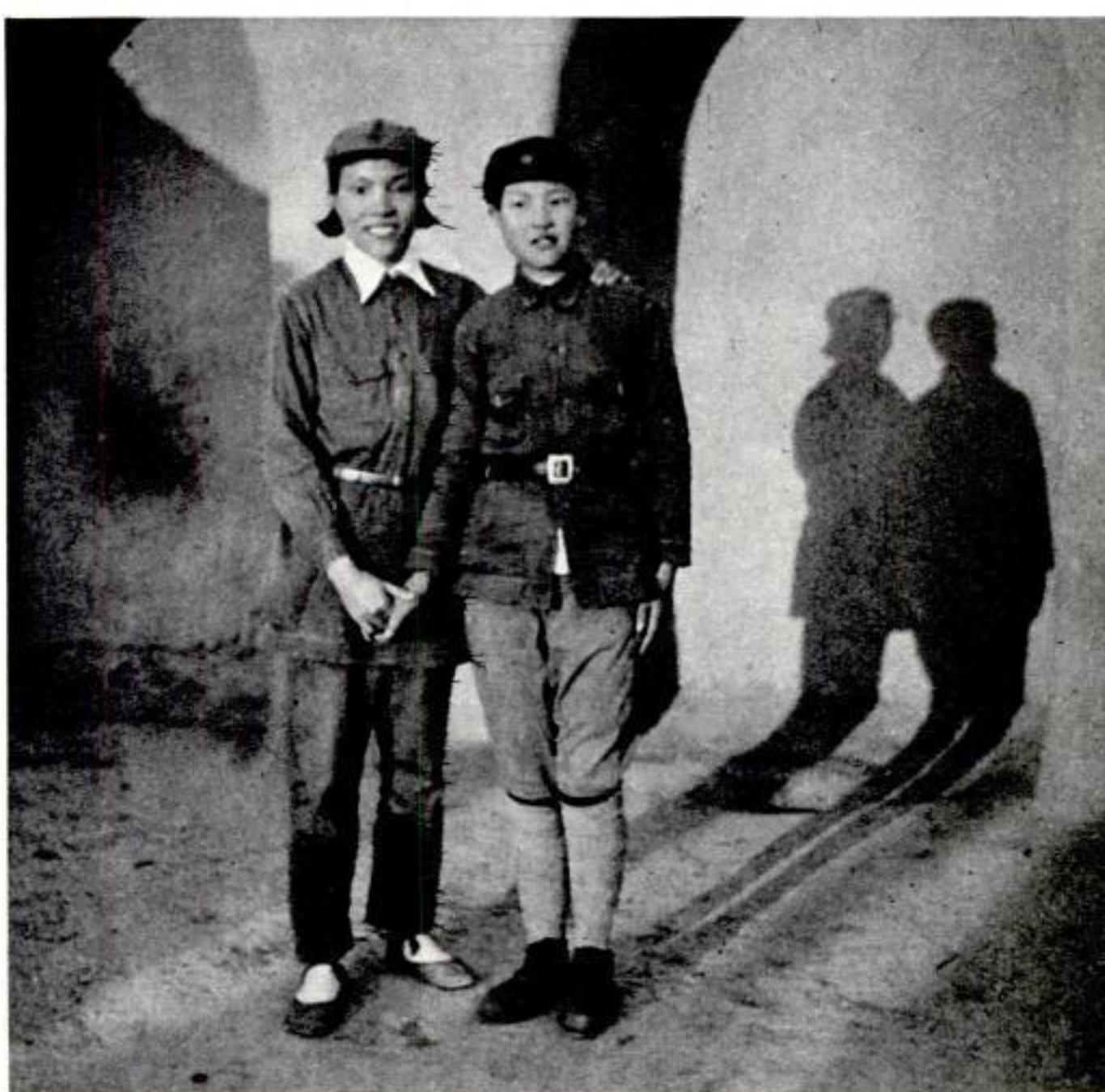


Old men are rare in the Communist armies of China. Tough little Hsu Teh-lih, 60, was once the erudite president of Changsha Normal College. He turned republican after the 1911 revolution against the Manchus, helped found the Kuomintang. At 43, he went to France to study republicanism. At 51 he turned Communist, went to Moscow for more study. He, too, survived the "Heroic Trek" across China in 1934-35, is now commissioner of education in the Northwest Chinese Soviet.

\$300,000 in rewards is out for these Red Army commanders. Bachelors all, they are, left to right: Tso Chuan, commander of the First Army Corps; Peng Teh-huai, Commander of the First Front Army; Nieh Jung-chen, political officer of the First Army Corps; Cheng Ken, commander of the First Army Corps' First Division; Teng Hua, political officer of the Second Division of the First Army Corps; Nieh Hoo-t'ing, chief of staff of the First Front Army. Head man here is Peng.



The only Red commander without a price on his head is Cheng Ken. Reason: he saved the life of Generalissimo Chiang Kai-shek in 1925 by carrying him on his shoulder from a disastrous field of defeat in one of Chiang's early wars. Chiang first promoted Cheng to brigadier, then jailed him on suspicion of Communism. Cheng escaped. Chiang captured him in 1933, did him the extraordinary favor of not beheading him. Cheng "escaped" again, is now a Red division commander.

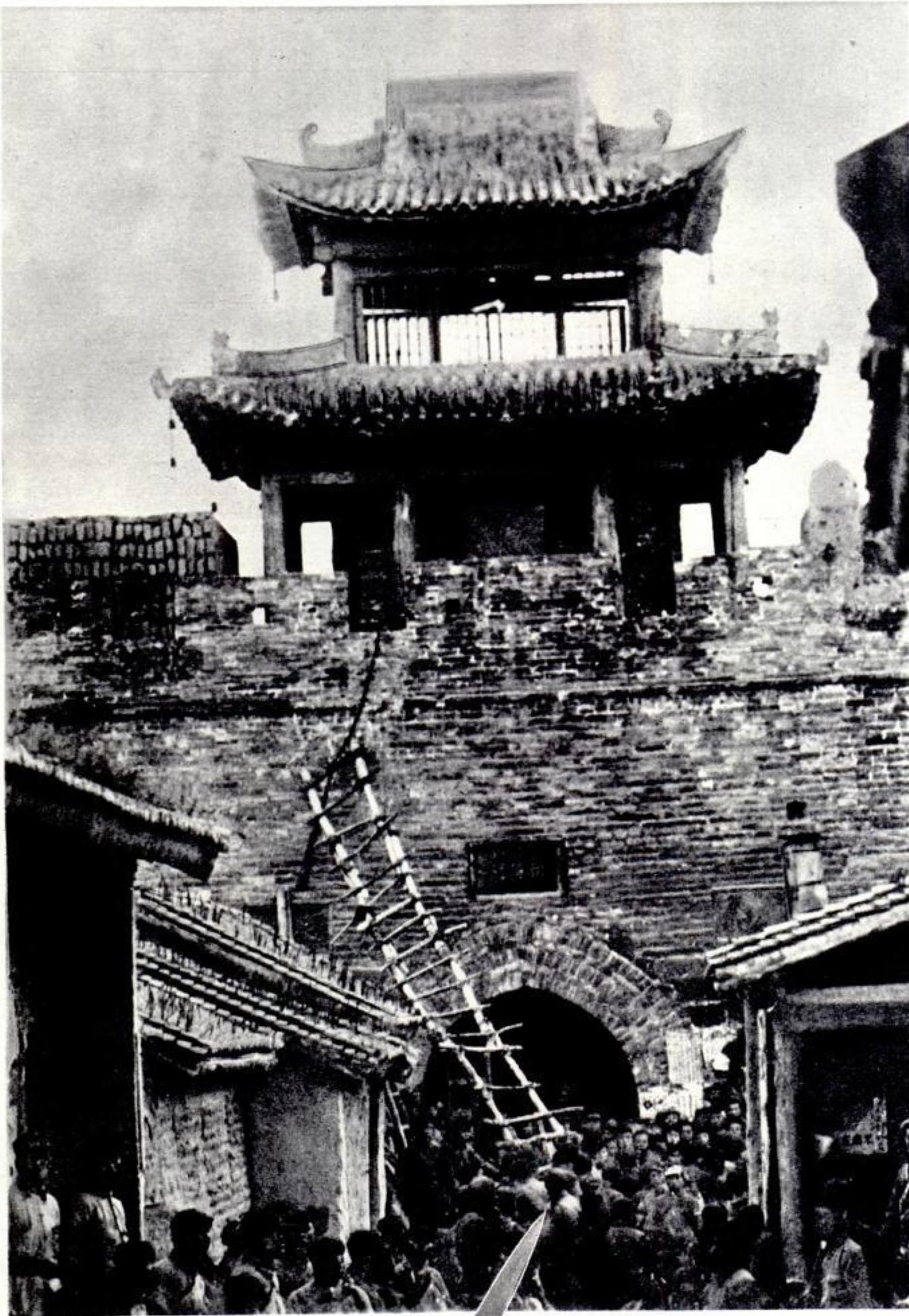


Young women are not rare in the Chinese Communist armies. These two Red spinsters are advance agents of the armies, spreading Communist propaganda among China's overworked women. The one on the left, Tsai Chang, is worth \$25,000 to Generalissimo Chiang Kai-shek who executed her sister in 1927. She is the top woman in the Communists' propaganda organization. The girl at the right is a Moslem, working among Moslem women. She is worth only \$5,000 to Generalissimo Chiang.

Wives of Red commanders were giving a song recital for the cadets at the Red Military Academy in Pao-an when this picture was taken. From left to right, they are the wives of Teng Fa; Kai Feng, Commissioner of the Interior; Po Ku, chairman of the Shensi Soviet; Chou En-lai, vice-chairman of the Military Committee; Lo Fu, secretary of the Chinese Soviet's Central Committee. All these giggling women survived the "Heroic Trek;" all are hard-working Communist propagandists.



(CONTINUED)

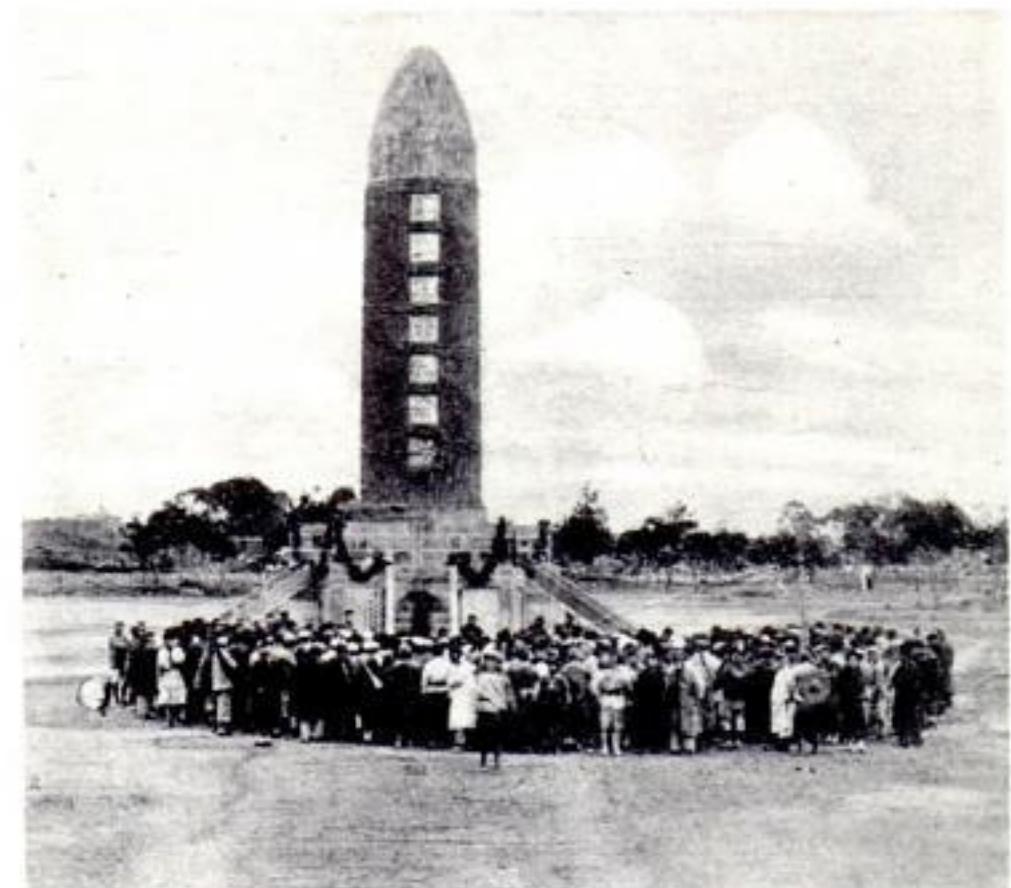


This unique picture was taken just as Chinese Communists raised a scaling ladder against the medieval wall of Chi Hsien in Shensi Province last spring. They overran half the province and won over 15,000 deserters from the army of "Model Governor" Yen Hsi-shan.

These pikemen are Chinese peasants in a Communist area who have been given the land of their landlords and told to defend it.



Military Academy cadets listen to their University president, Lin Piao, the capped man standing at right. These young soldiers are company or regimental commanders in the Red Army, have, on an average, been wounded three times in 56 battles. President Lin got his training under Russian General Blucher, now commanding Russia's Far Eastern Army.



This bullet monument was raised by Chinese Communists to their dead in southeast China. It was left behind, at Juichin, Kiangsi, when the Reds marched off on their "Heroic Trek" in 1934 to the Northwest. In the campaign just before the flight, 50,000 Red soldiers were killed as well as about 1,000,000 peasants, mostly by bombing from the air.



This American machine gun was first sold to Generalissimo Chiang Kai-shek's armies, used in battle against the Chinese Communists in the Northwest and there captured by them.

Red arms and ammunition, like these well-manned field pieces, are all captured from Chiang's armies. Lately Chinese Communists have boldly demanded arms subsidies from Chiang.





Regimental flags of the Red Army's 15th Army Corps, Fifth Cavalry Division, are inscribed "Chinese People's Red Army, Second Cavalry Regiment." The latest slogan of the Communists is that they now want to fight Japanese instead of Chinese. These troops, however, are fighting at the extreme rear of the Chinese Communists' present position in the Chinese Northwest. Their enemies are Moslem war lords whose armies separate the Communists from Russian-controlled Outer Mongolia.



Good clean sport is one of the mainstays of Chinese Communists, as it is also of Generalissimo Chiang Kai-shek's New Life Movement. The running broad jumper above is a cadet in the Military Academy at Paoan. Other popular sports are high-jumping, sprints, wrestling, gymnastics and even tennis. Red Vanguard leaders of the Chinese Soviet run off frequent athletic meets to keep their men amused. Unlike Chiang's New Life Movement, Communists encourage freedom between the sexes.



Red Guards, armed only with spears, swords, pikes, lances and maces, are used for night raids on enemy outposts. Their object is to capture a gun and keep it. Their regular daytime job is to work their farms, given to them by the Communists.

Chinese Communists need planes. This rare one was captured in China's southeast before the "Heroic Trek," but the pilot unfortunately was killed. There are almost no Red planes, even captured ones, few Red pilots, very little available gas.

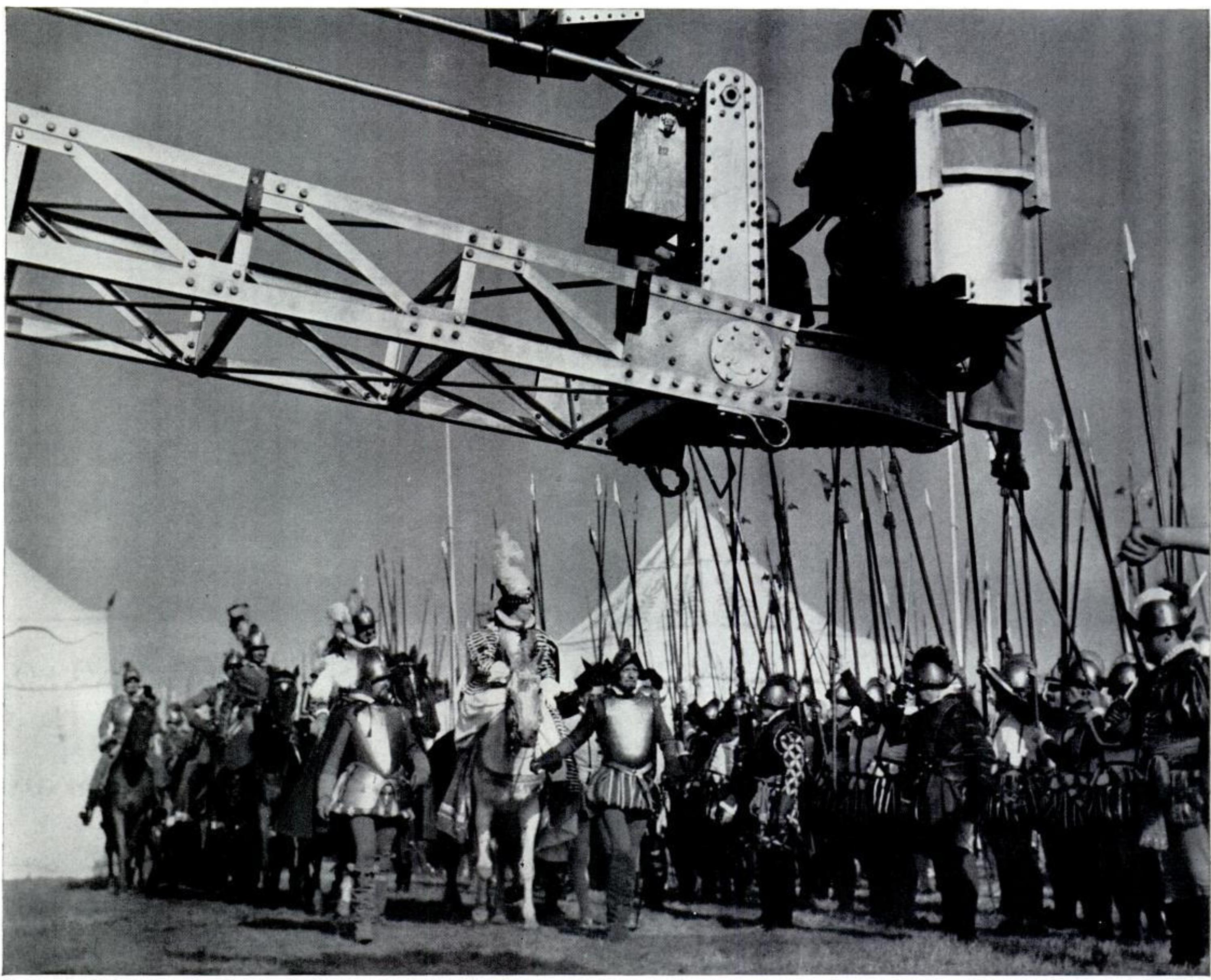


THE FIGHTING COMMUNISTS OF CHINA

THE Chinese Communist armies have become a decisive factor in the politics of all China since the kidnapping of Generalissimo Chiang Kai-shek Dec. 12. In a Chinese riddle of compromise and face-saving, Chiang was released and his kidnapper, Chang Hsueh-liang, was "forgiven." On Jan. 18 Chang's allies in Sian, scene of the kidnapping, "rebelled" against Generalissimo Chiang, invited the nearby Communist agents to come to Sian and propagandize their troops. On Jan. 19, they gave field command of all Sian troops to P'eng Teh-huai, Communist commander shown on page 43 (*lower left picture, second from left*) and gave the Communist armies \$250,000 and sorely needed arms. A Communist spokesman for P'eng announced: "We are not anti-foreign nor anti-religious, only anti-Japanese. If Chiang Kai-shek will declare himself against the Japanese, we will obey him. We want all parties to be represented in a parliament or congress and want a democratic constitution. If our suggestion is complied with, we will drop Sovietism. Our armies have been fought for ten years in many provinces but we are not yet exterminated. Instead we are stronger than ever." This cock's crow by no means meant that the Communists were willing to be absorbed in Chiang's armies. It was in fact accompanied by demands for arms and money gifts from Chiang.



National Humiliation Day (Sept. 18) is what these Chinese Communist soldiers are gloomily celebrating. It marks the fifth anniversary of the day Japanese troops marched into Manchukuo. Its celebration by Chinese Communists is in effect a slap at Generalissimo Chiang Kai-shek who declines to fight Japan just so long as he fears China will be roundly defeated.



QUEEN ELIZABETH RIDES OUT BENEATH A CAMERA CRANE TO WATCH HER SEA DOGS VANQUISH THE "INVINCIBLE ARMADA" OF SPAIN

MOVIE OF THE WEEK:

Fire Over England

BRITISH and American movie-makers, between them, have touched on almost every period of English history from the time of Ethelred. *Fire Over England* treats of Queen Elizabeth and the Spanish Armada with scrupulous regard for historic facts. London Films economized on the Armada, using a toy fleet in a tank. But Elizabeth is portrayed on a grand scale by Actress Flora Robson.

In 1558 relations between England and Spain were at the breaking point. Spanish merchantmen, bringing gold from the New World, were being taken with regularity by the British sea raiders Drake, Hawkins and Frobisher, who took delight in "singeing the King of Spain's beard." And Elizabeth connived with them. *Fire Over England* is



CAMERAMAN JAMES WONG HOWE

the story of a young friend of the Queen who goes in disguise to the court of Philip II to find out the names of British subjects in Spanish pay. Successful, he returns to England in time to help rout Philip's great Armada. Elizabeth's young friend is played by Laurence Olivier, who emulates Douglas Fairbanks in the battle scenes. His sweetheart is the pretty granddaughter of Elizabeth's Lord High Treasurer (see following pages).

Though a British movie, *Fire Over England* was produced by a Hungarian (Alexander Korda) and a German (Erich Pommer), directed by an American (William K. Howard) and photographed by a Chinese (James Wong Howe). Mr. Howe, who appears at the left, is one of Hollywood's ace cameramen.



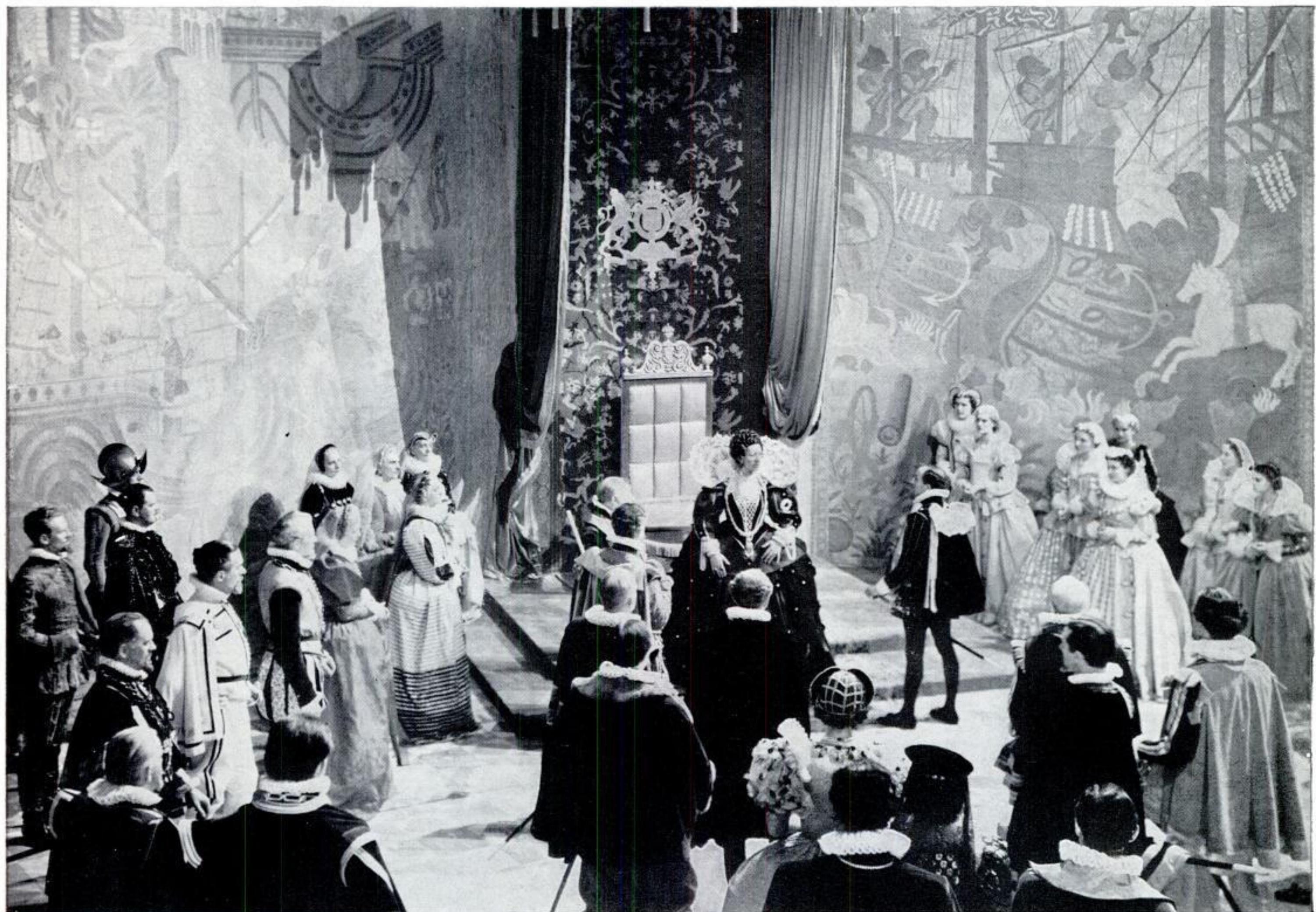
Philip II of Spain, the greatest power of his age, trustful of no man, is handsomely portrayed by Raymond Massey.



Love interest is furnished by Vivien Leigh, a Korda "find," and Laurence Olivier.



Queen Elizabeth is bold, homely, irascible and great-hearted in Flora Robson's able and authentic portrayal.



ELIZABETH RECEIVES A PROTEST FROM THE SPANISH AMBASSADOR AGAINST HER CAPTAINS WHO ARE "SINGEING THE KING OF SPAIN'S BEARD."



(CONTINUED)

Fire Over England

INTRODUCES

A FAMOUS LORD HIGH TREASURER

FIRE OVER ENGLAND introduces to American movie-goers the most important political figure of Elizabethan England, William Cecil, first Baron Burghley (or Burleigh). The movie makes him a lovable old man with a beautiful granddaughter and a beard that rolls like the ocean. In history Lord Burghley was a crafty statesman with a monumental gift for remaining in office despite all the political winds which blew about Elizabeth. By sheer staying powers he became Lord High Treasurer and the Queen's chief adviser, the closest thing to a Prime Minister Elizabeth ever had. Burghley's dominating characteristic, which made him of great value to a headstrong nation, was caution. It was Burghley, with his healthy respect for Spanish might, who staved off the break with Philip until England had a fighting chance to win.

Lord Burghley was the founder of the great family of Cecil, which has furnished England with soldiers and statesmen from that day to this. The family now holds two Marquisates, those of Exeter and Salisbury. Heir to the Marquise of Exeter and future occupant of Burghley House, which the first Baron built, is the famous former Olympic champion hurdler, David, Lord Burghley.

MORTON SELTEN AS WILLIAM CECIL, BARON BURGHLEY, LORD HIGH TREASURER OF ENGLAND



The Cautious Burghley gives a geography lesson: "Here is England, see how tiny she is. And here is Spain, doubly strong—in the Old World, power; in the New, gold."



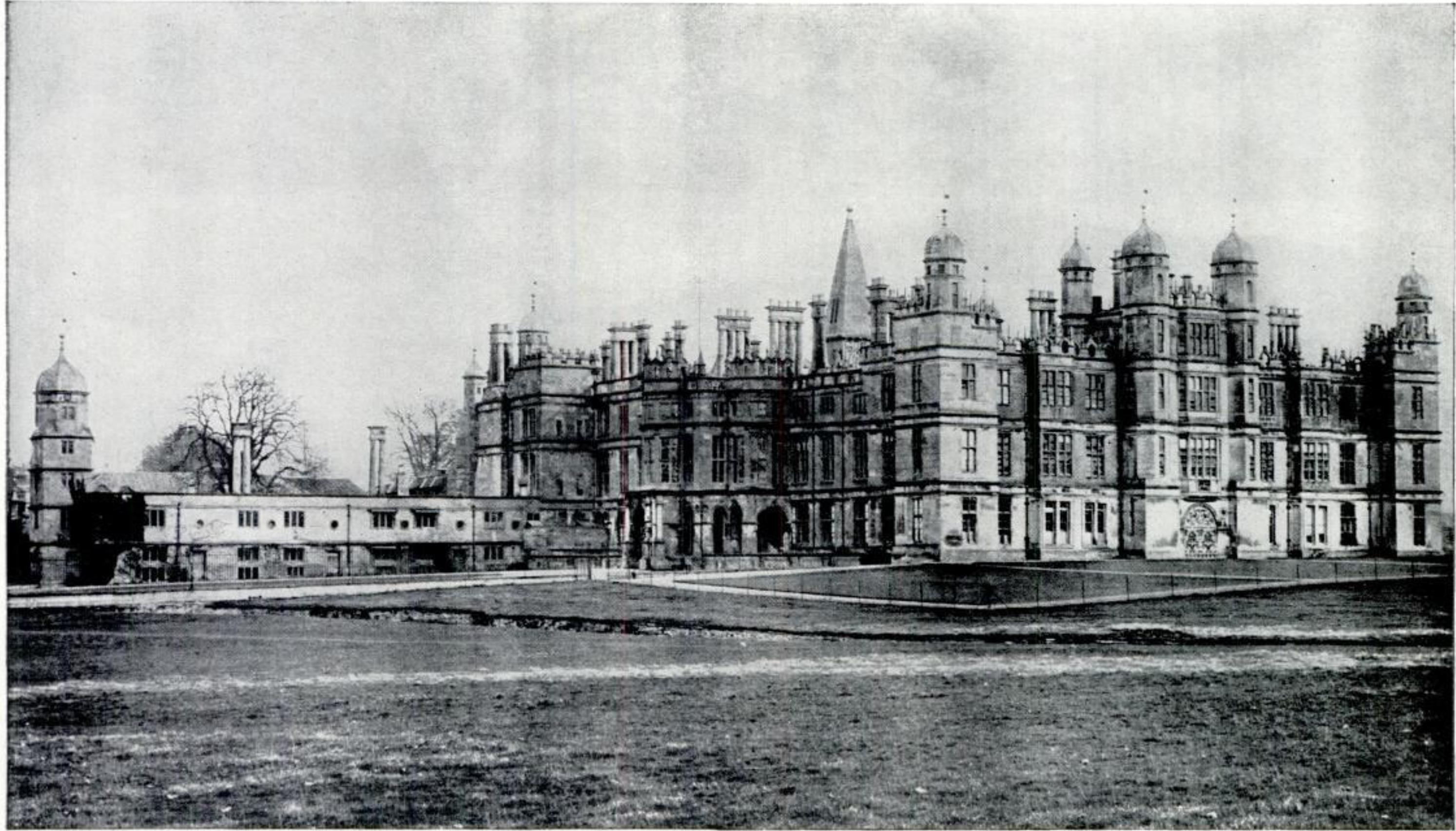
The Gouty Burghley is fed porridge by his Queen. Having spent years averting a clash with Spain, the Lord High Treasurer is too ill to move when the clash finally comes.



The First Lord Burghley, whose older, plumper movie representation appears on the opposite page, actually looked like this. He built massive Burghley House (*below*) at Stamford in Northamptonshire.



David, Lord Burghley is the fifteenth to hold the title since Elizabeth's Lord High Treasurer. One of Britain's most popular athletes, he was captain of the British Olympic track team in 1932.



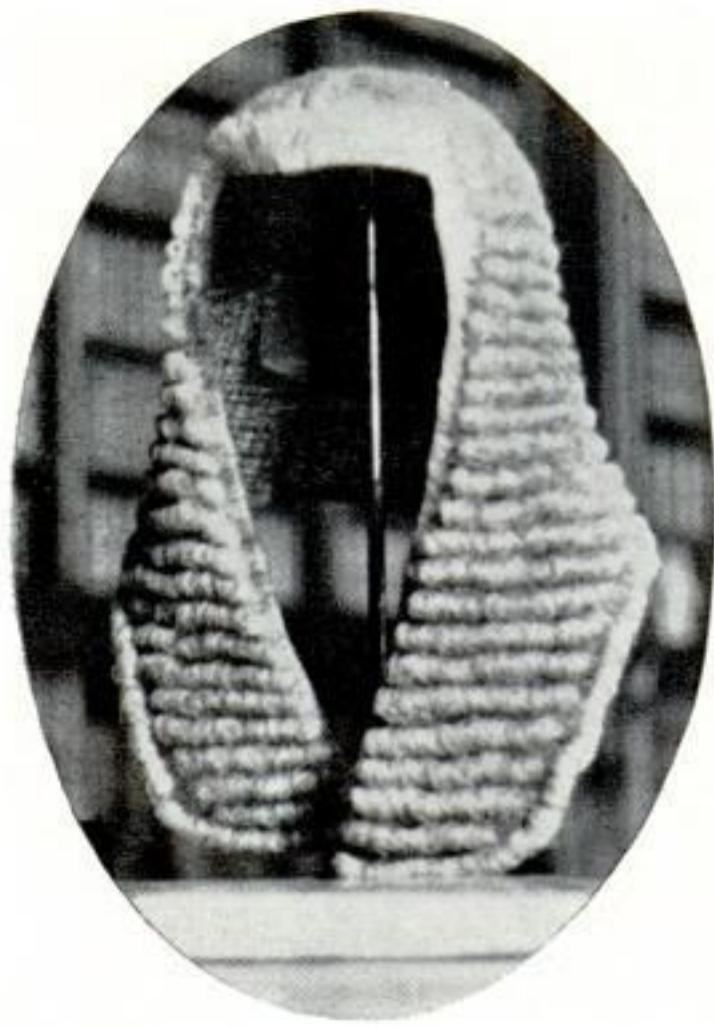
BURGHLEY HOUSE, BUILT BY THE FIRST BARON BETWEEN 1556 AND 1587, IS THE SEAT OF THE MARQUESS OF EXETER

THE CAMERA OVERSEAS

FIVE ENGLISHMEN



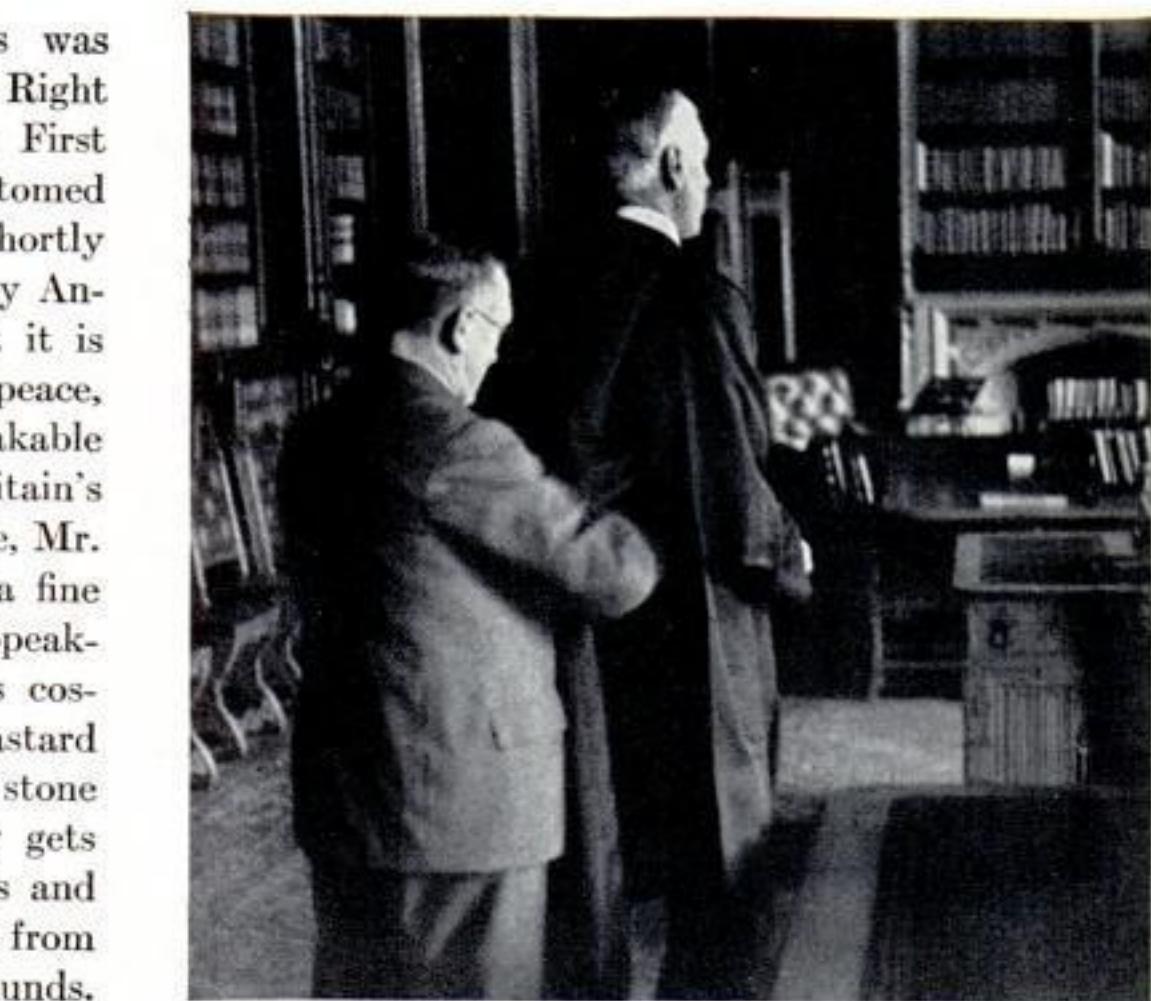
The Speaker decides it is time to dress for the Commons.



The Wig, of human hair, has straps inside.



Speaker Fitzroy lifts the wig from its skull-frame.



His Valet straightens out the train of his court robe.



The Speaker is ready whenever the House of Commons is.



The day was so fine that Captain Anthony Eden, Britain's Secretary for Foreign Affairs, decided to walk back to his Whitehall offices after lunch. For companion he naturally chose his dry-spoken Under Secretary, Viscount Cranborne. Trailing the two—Eden in



a grey topper, Cranborne in a black—naturally went Eden's bodyguard, Mr. A. H. Burrows. In the first two pictures (above) the trio are shown striding along the Thames Embankment. In the third, the three turn a corner into a cloud of excavation dust.



FIVE ENGLISHWOMEN



Lady Astor learns the rumba from one of her constituents in Plymouth, in southwestern England, which has returned her to Parliament for the past 18 years. The party was given in the Virginia House Settlement (Lady Astor was born a Virginian), a Plymouth welfare club built by the Astors. Admission cost one shilling. While shy Waldorf Viscount Astor hung back, his wife joined in a Paul Jones, found a young man who knew the rumba. She wore a gown of pale cyclamen (purple) satin with a slightly darker, mink-trimmed coatee.



The Duke of Norfolk and his fiancée, the Honorable Lavinia Strutt, whose marriage date was Jan. 27, are here shown lunching at London's Quaglino's with the bride's step-father (center), Albert Edward Harry Meyer Archibald Primrose, sixth Earl Rosebery. Rosebery inherited a fortune from his Rothschild mother and owns some 30,000 British acres. He married Lavinia's mother after she divorced Lavinia's father, Lord Belper. The trio lunched on sole with a bottle of Rüdesheimer 1921, had a Napoleon brandy with the coffee and fingerbowls shown above.



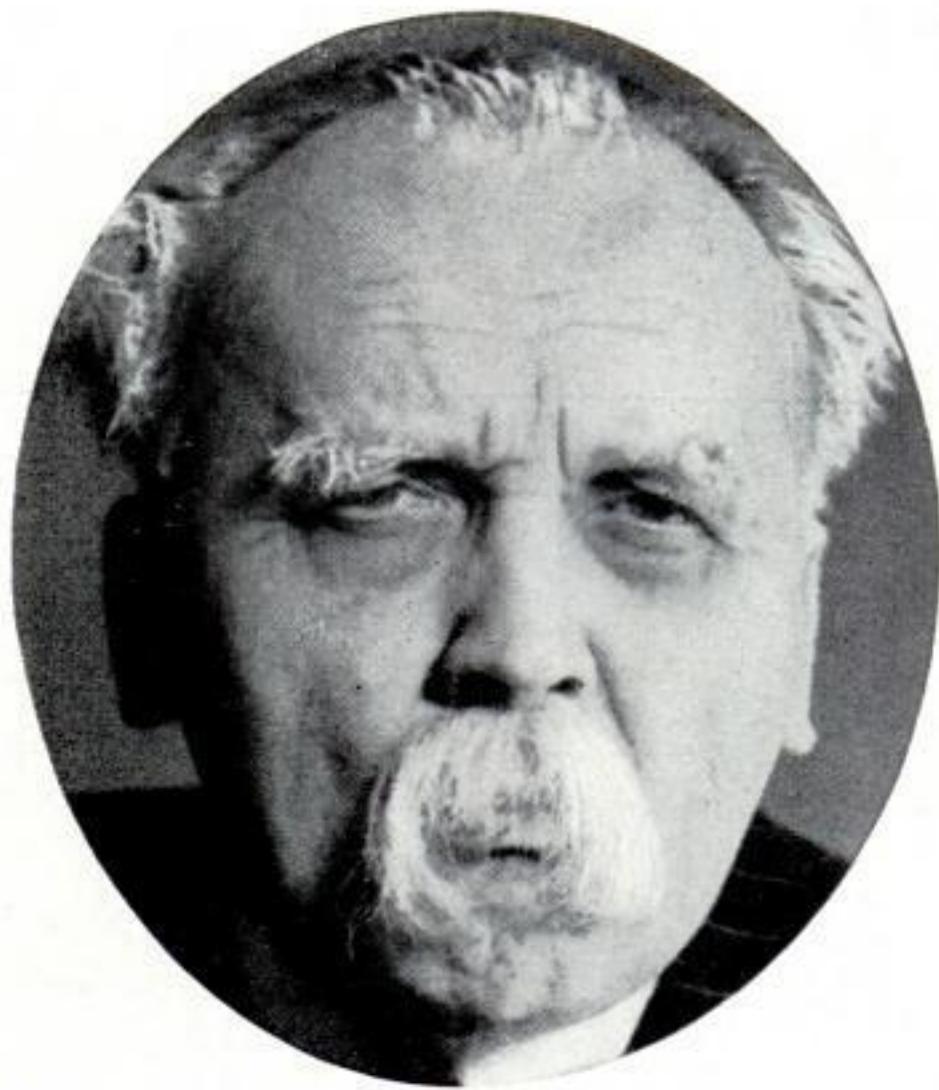
The British Press decided not to be caught napping again when the Duke of Kent, on Dec. 31 took Mrs. William Allen (right) to a Fleet Street phrenologist, Mrs. O'dell (left), had the bumps on their heads read. Mr. Allen protested the publicity and the Press began rebuking itself.



British trade envoy to South Africa for British jewelers, dressmakers and interior decorators, Mrs. Eugenie Daubeney set out from London on her high mission Jan. 15 with a keen smile.

THE CAMERA OVERSEAS

WOODROW WILSON WALKS A SWISS STAGE



France's vengeful Clemenceau was played by Alfred Braun.

PRESIDENT WOODROW WILSON was the hero of a play called *The Tragedy of Peace* presented at the Swiss State Theatre at Basle until Dec. 29. Pictures of the play are shown on this page. With one of the greatest themes in modern history, *The Tragedy of Peace* exhibits Wilson's titanic failure, as President of the nation that won the War, to impose on Europe's politicians a just peace. Switzerland, neutral site of the League of Nations, is one of the few places in Europe where such a play today could be shown. The author is brilliant, 52-year-old Albert Steffen, Swiss playwright and poet who studied the life of Wilson for twelve years, used many of Wilson's speeches in his text. He is president of the World Anthroposophical Society, whose international headquarters are near his home outside Basle. The play has been translated for possible production in the U. S.



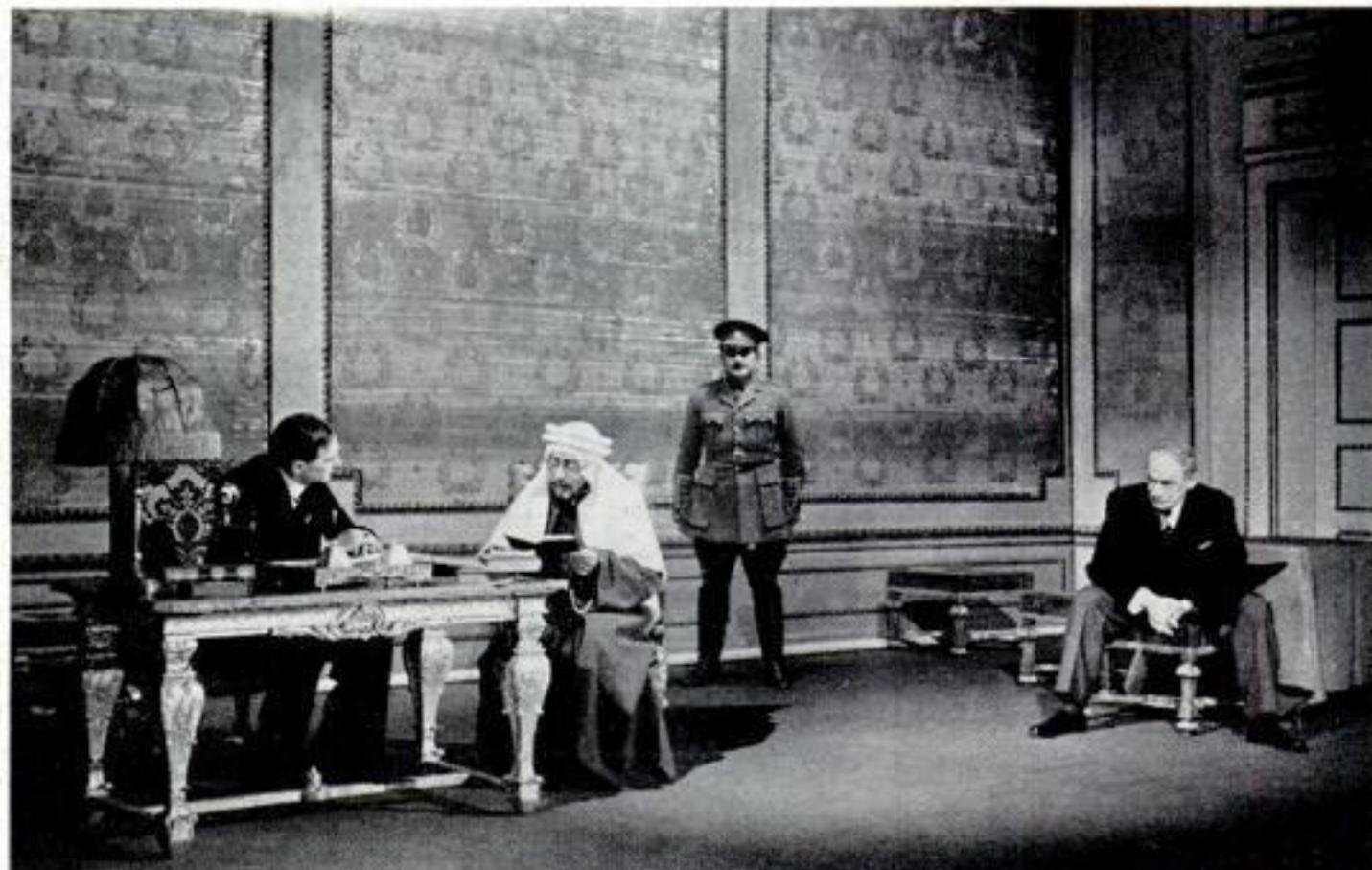
The role of Wilson was taken by Otto Crone, a Swiss.



A White House sitting room is what this scene is supposed to represent. Wilson, watched by his second wife, Edith Bolling, harangues his 1918 Cabinet and the audience.



The division of the world was the subject of the actors above, representing Wilson, England's Lloyd George and Italy's Orlando (kneeling). Under discussion is Arabia.

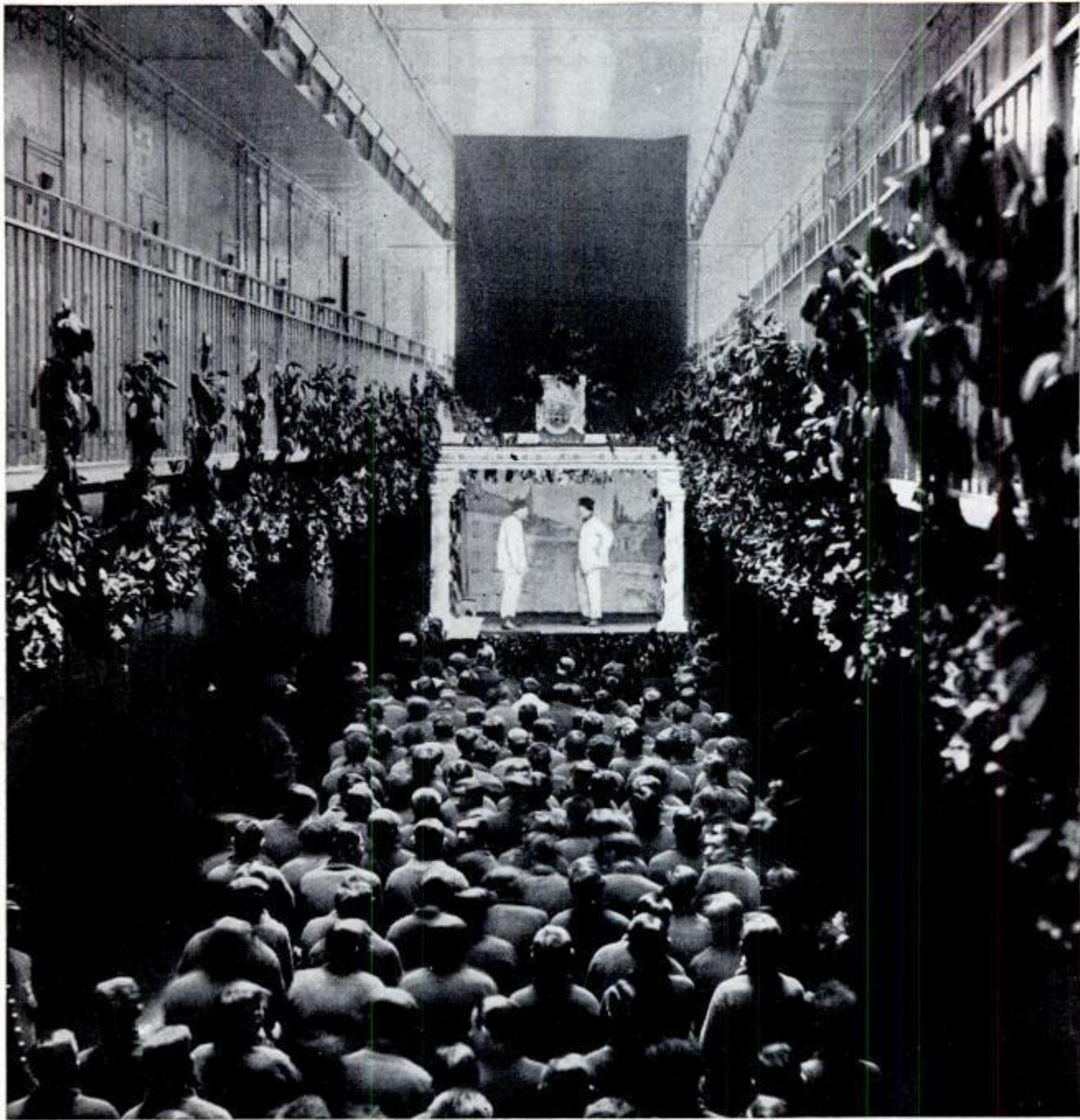


An imaginary meeting in Wilson's study in the Villa Murat in Paris between Wilson, the Arab King Feisal, Colonel Lawrence ("of Arabia") and Colonel House (right).



Disillusioned and dying in January 1924, aware of his great failure, Wilson receives a caller in his Washington house on S Street. His second wife stands guard over him.

PLAY-ACTING BY PRISONERS, POLICE AND LORD LONDONDERRY



Young jailbirds at the Fresnes penitentiary just outside Paris gave a play in honor of the visiting French Minister of Justice Marc Rucart. The small stage was set up in the narrow areaway between the cell blocks which had been decorated with

greens. The inmates at Fresnes are mainly first offenders, short-term convicts or those awaiting trial. Kindly Minister Rucart has lately urged abolition of France's famed penal colony, Devil's Island which costs France more than \$1,000,000 a year.



Four Scotland Yard men took the parts of shepherds in an amateur Nativity Play put on at London's Covent Garden. At left, dressed like pre-Christian Palestinians, they ogle a pretty water carrier. The Scotland Yard men are Mr. Gill, Mr. Potter, Mr. Morden and Mr. Lamb.

To amuse the tenants on his County Down estates, during the holidays the seventh Marquess of Londonderry, London's No. 1 society host (center, in bathrobe) acted in a "modern comedy" by his youngest daughter, Lady Mary Elizabeth Vane-Tempest-Stewart (in trousers, smudge moustache). The other roles were taken by house-party guests.



RUSSIA PRESENTS "THE ADVENTURES OF TOM SAWYER AND HUCKLEBERRY FINN" FOR LITTLE COMMUNISTS



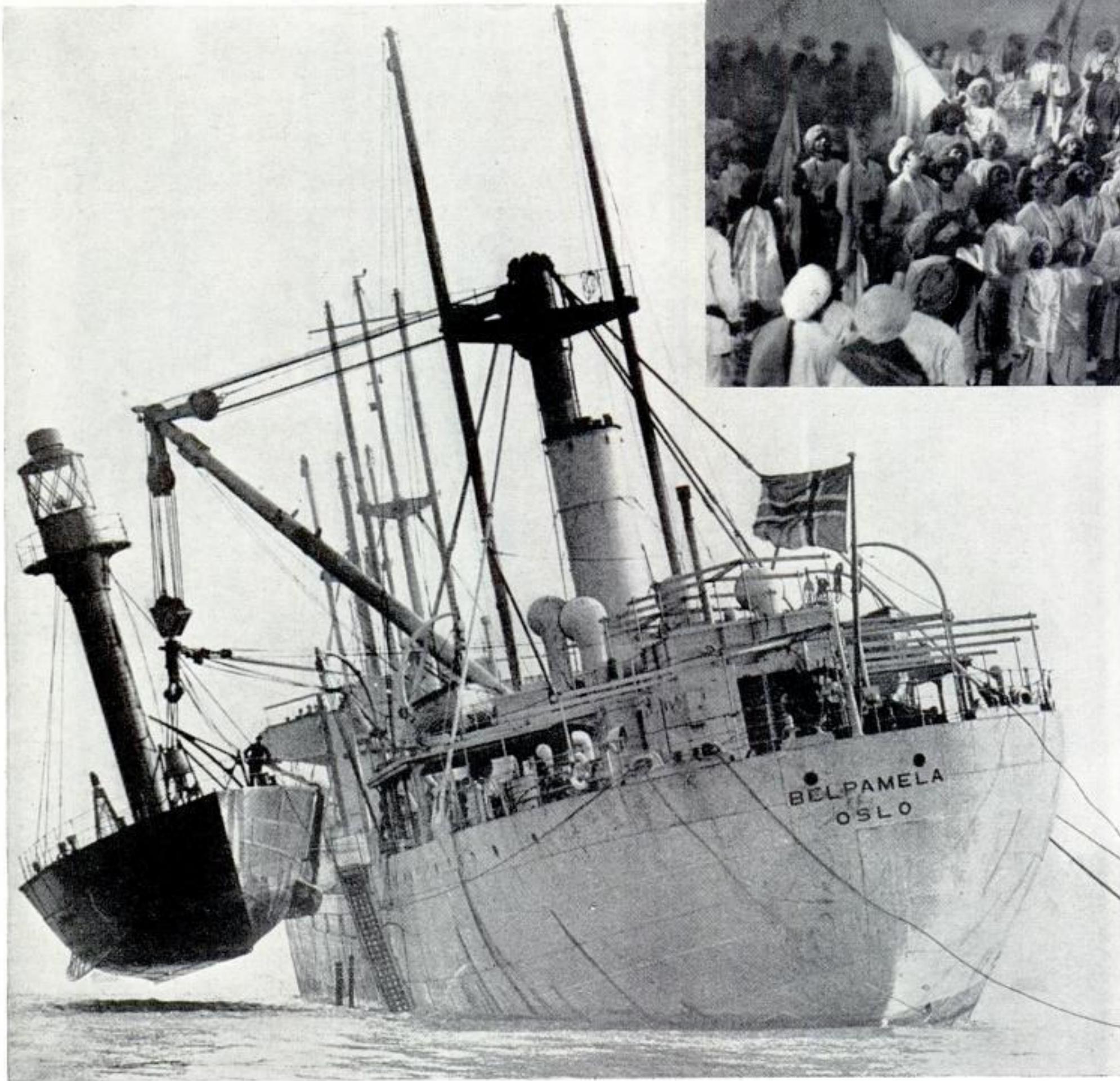
The Russian **Tom Sawyer and Huckleberry Finn** are played by women who make a sincere effort to speak Russian with a U. S. southern accent. Above (*top*), is Huck's father, Paw Finn, whose part has been rewritten as the murderer of Dr. Robinson. Dr. Robinson is made a champion of proletarian justice. Shown, center, are Huck and Tom and (*bottom*) Becky Thatcher and Tom. Moscow reviewers detected "a more critical realistic picture of the social structure and prejudices of the American South" than Mark Twain intended to give.

THE CAMERA OVERSEAS

... AND THE INDIANS

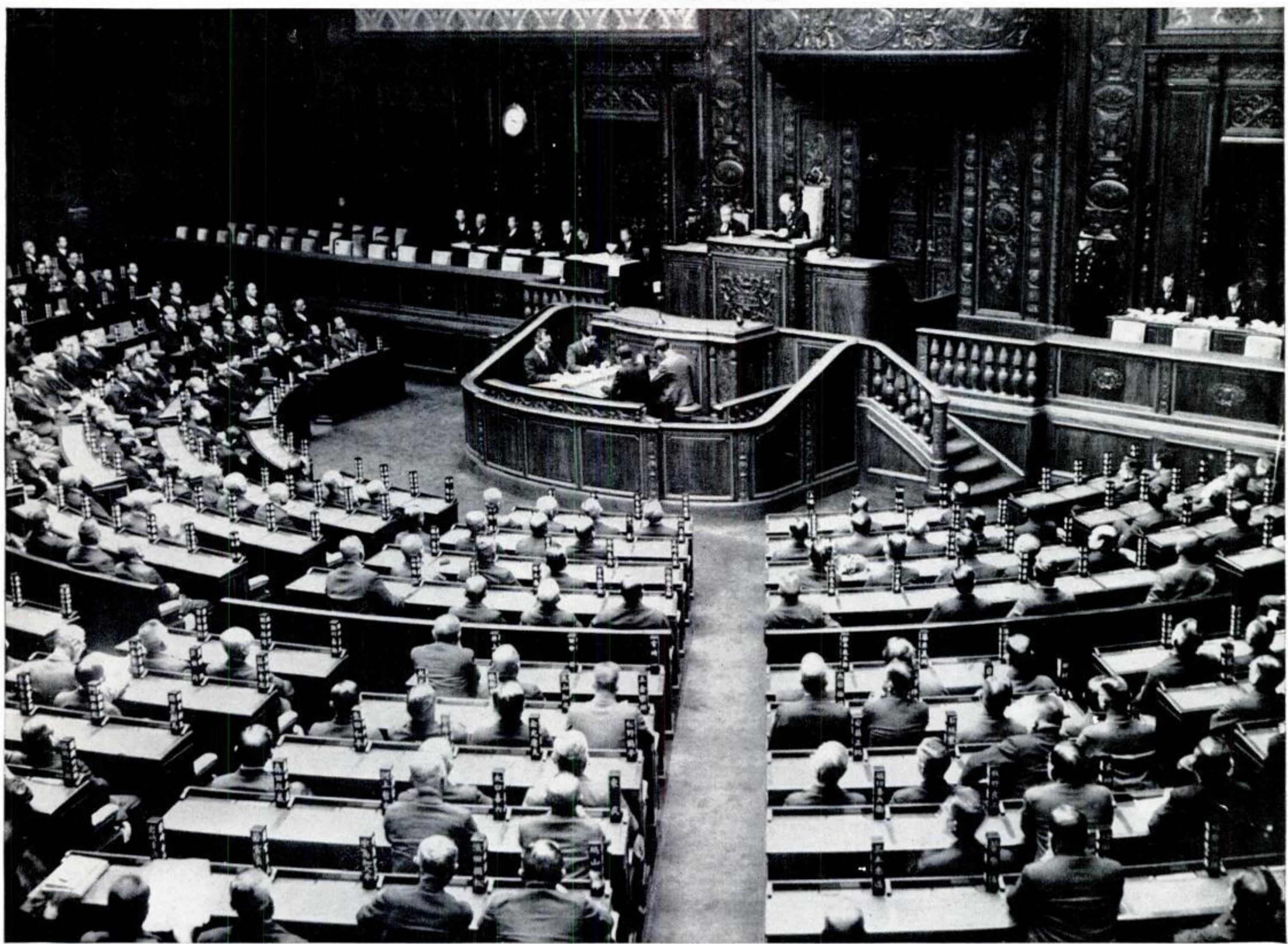
A 20-foot eagle was built by the Indian cinema company, Prabhat Cinetone, to show the ascension into the Hindu heaven of the 17th Century hero of a new film, "Saint Tukaram." Made of iron and papier-mâché, this mammoth prop was hoisted on concealed wires, could flap its wings and turn its head from side to side. It fell once on a crowd of supers, injured a dozen. In Indian legend, the Garuda is really half man (behind the wings), half eagle . . . wings red and face white. Its normal job is to carry the Hindu god, Vishnu.

India's thriving movie industry is centered in Bombay and Poona in the country of the Mahrattas who rebelled against British rule in the 18th Century. Significantly, Prabhat Cinetone chose to dramatize the life of Tukaram who, born near Poona, was the best poet the Mahratta race has produced. Sample: "No gaudy Heaven I seek, no bottomless absorption in the Absolute: Life in this world of death is good, is all I need for I have Thee." Tukaram was of the low Sudra caste of servants, his father a grocer. He quarreled with his irreligious wife, cured his son of gallstones, let mosquitoes drink his blood. To every "How do you do?" he replied, "I am on my way to the City of God." The British first arrived in India in his lifetime. He died in 1649 and supposedly went to Heaven in a chariot of flame.



A 120-ton lightship, for service off Rangoon in Burma, was hoisted from Woolwich harbor in England by the Norwegian steamship, *Bel Pamela*. Note the list of the freighter as its crane takes the outboard weight of 120 tons. Unlike the Garuda above, the lightship did not fall.

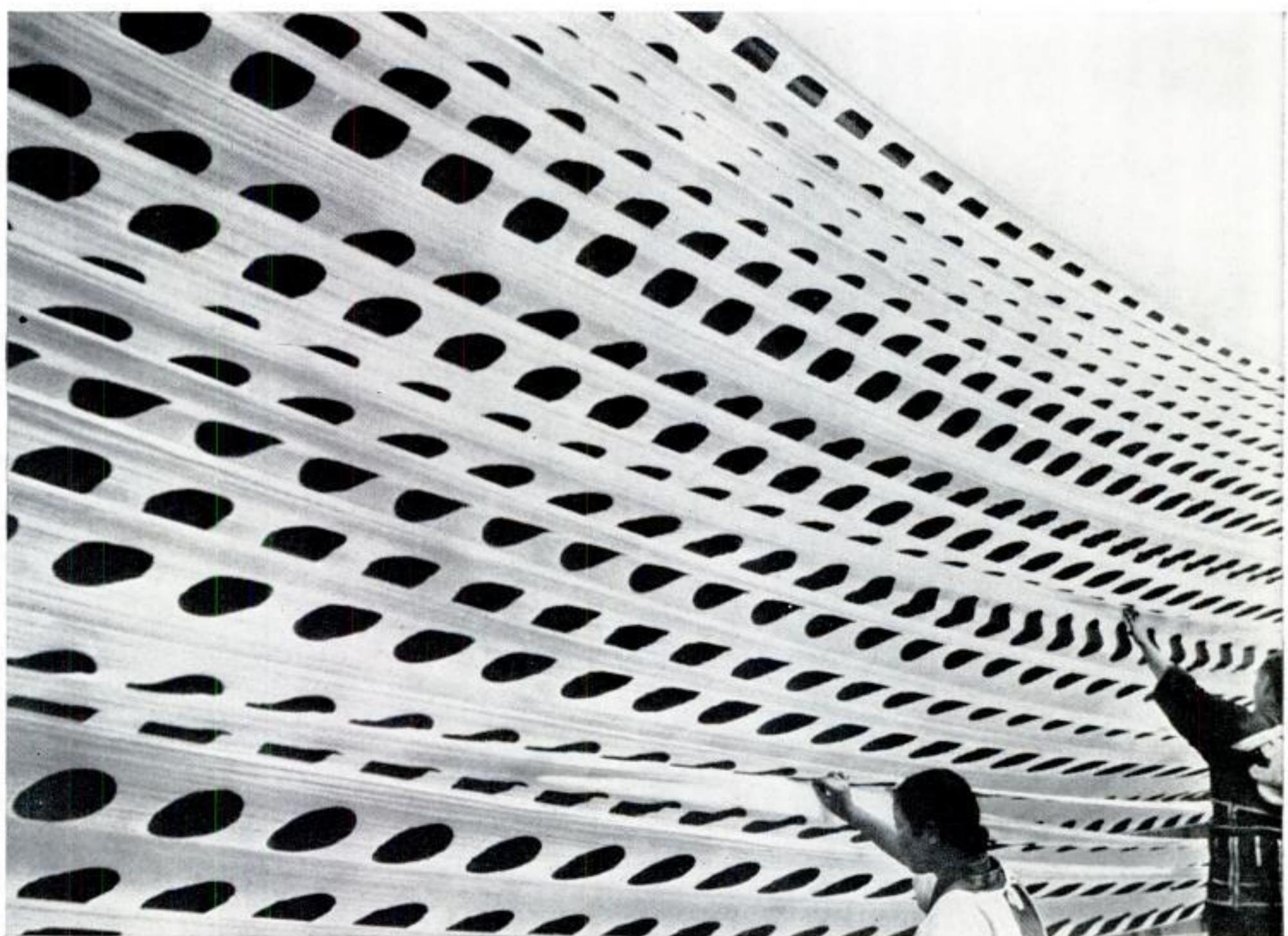
... AND THE JAPANESE



A full house was on hand for the formal opening Dec. 26 of the Japanese Diet in the new Parliament building which had taken 19 years and \$8,500,000 to build. Behind the high desk at the top of the picture is the Speaker. His party sits at the right of the house. At the desks on both sides of him sits the Cabinet. In the pit below him are the official stenographers. The little post on each Representative's desk is inscribed with the member's name.

On Jan. 21 the Diet reopened for serious business. There promptly uprose from the benches at the upper left of the picture, aged Kunimatsu Hamada, Seiyukai Party leader, to launch into the first passionate defense of democracy heard in the Japanese Diet in many years. He called the Cabinet the most unpopular in a generation. War Minister Terauchi tried to reply, soon blundered into a quarrel with Hamada who proposed that one or the other of them commit hara-kiri (suicide). Terauchi was howled down. That night he asked his fellow Cabinet members to advise the Emperor to dissolve the unruly Diet. The Navy Minister, Admiral Nagano, however, sided with the Diet on that issue. Hopelessly divided, the Cabinet resigned. Immediately afterward a violent earthquake shook the land.

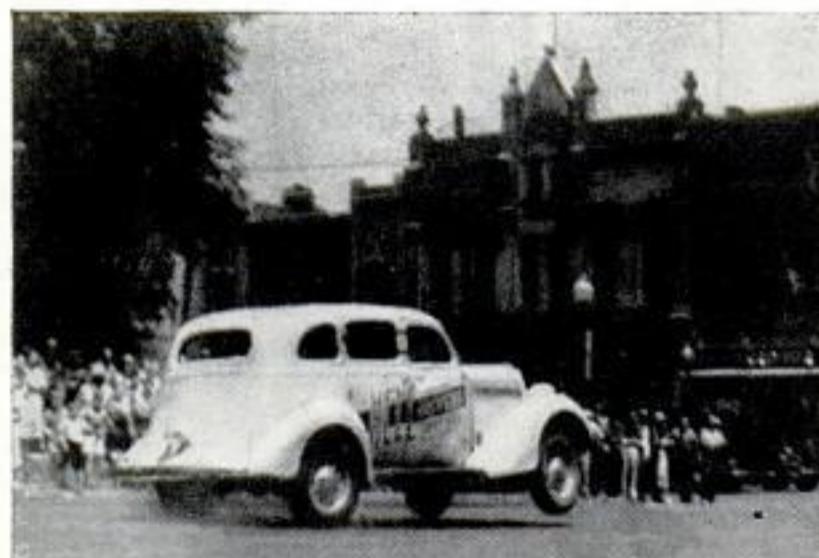
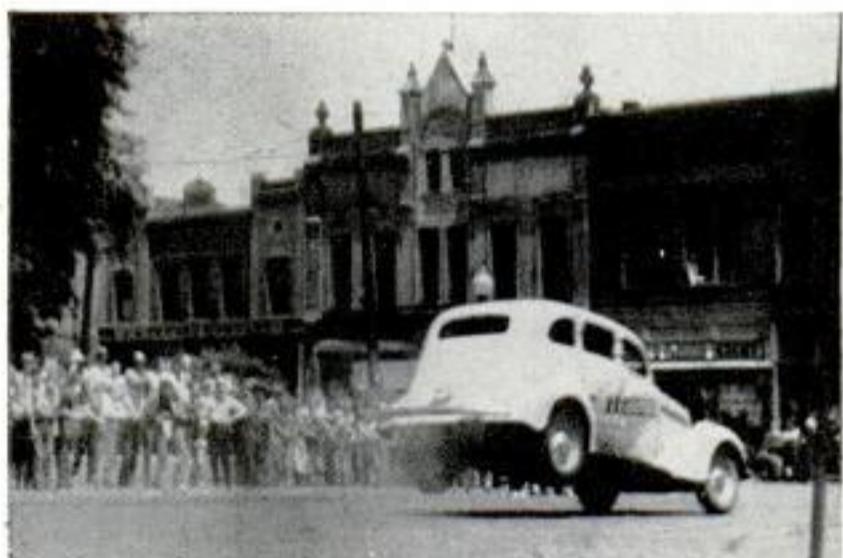
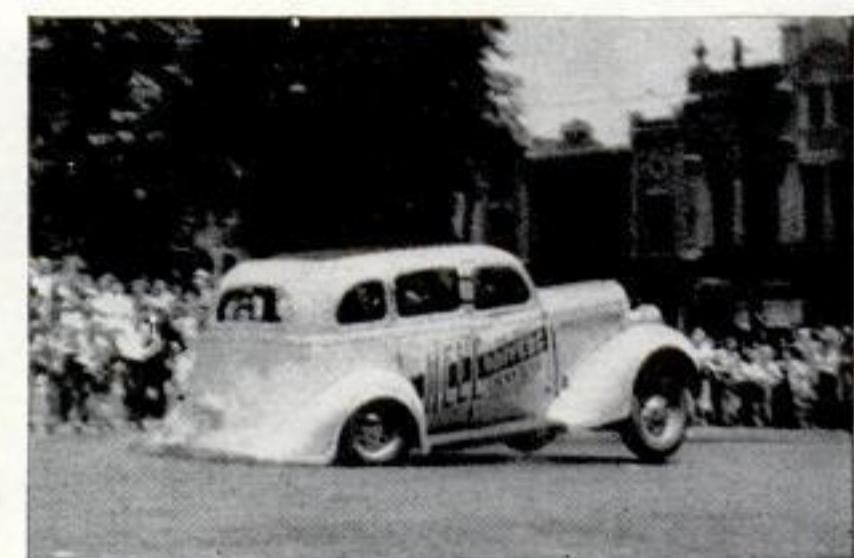
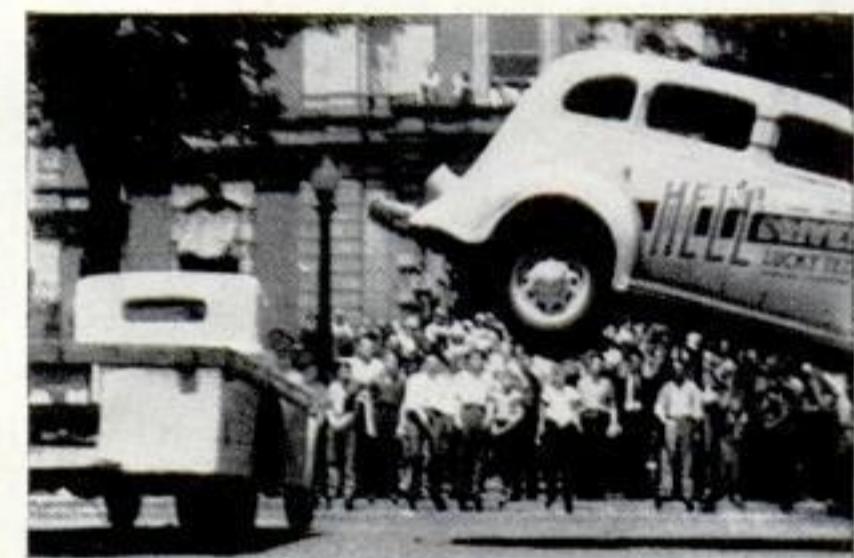
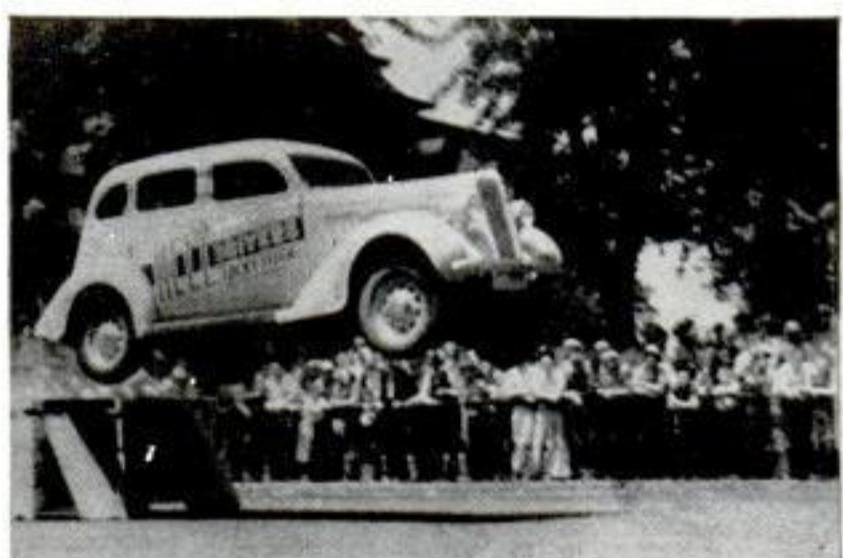
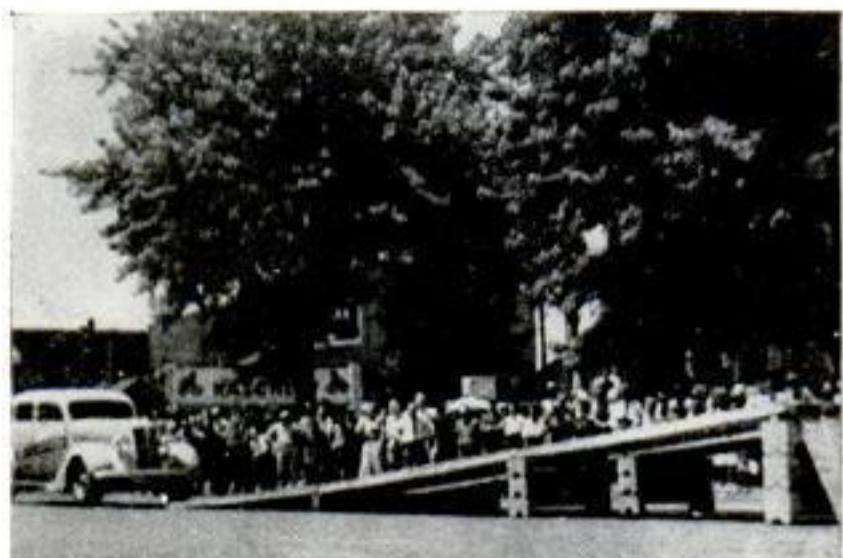
Hundreds of Japanese flags, all in one piece, are here shown. Consisting of a red circle (the Rising Sun of Japan) on a white field, Japan's national flag lends itself to large-scale production. Vast sheets of white cloth are stamped with red circles, dried and cut up.

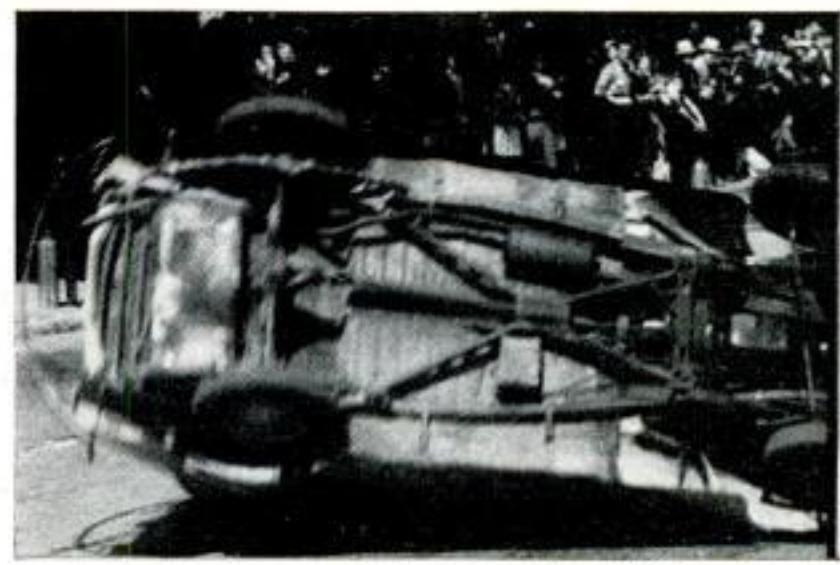
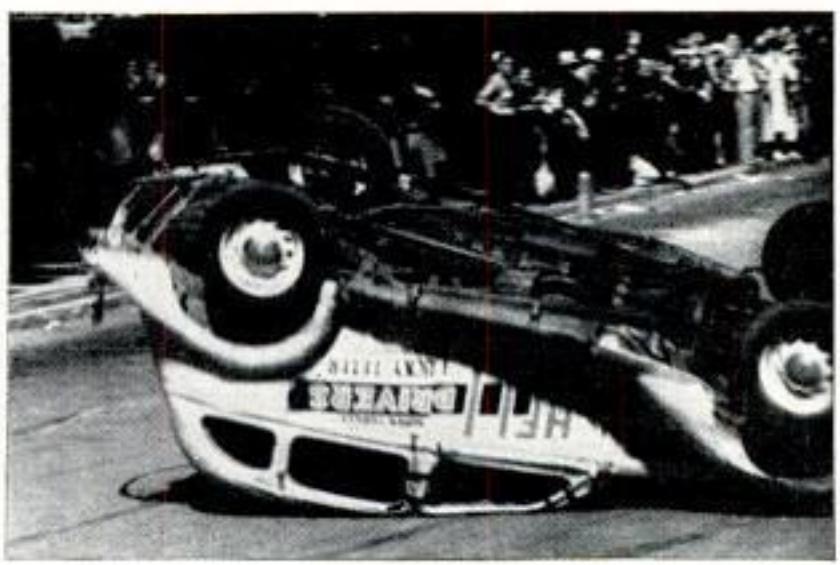
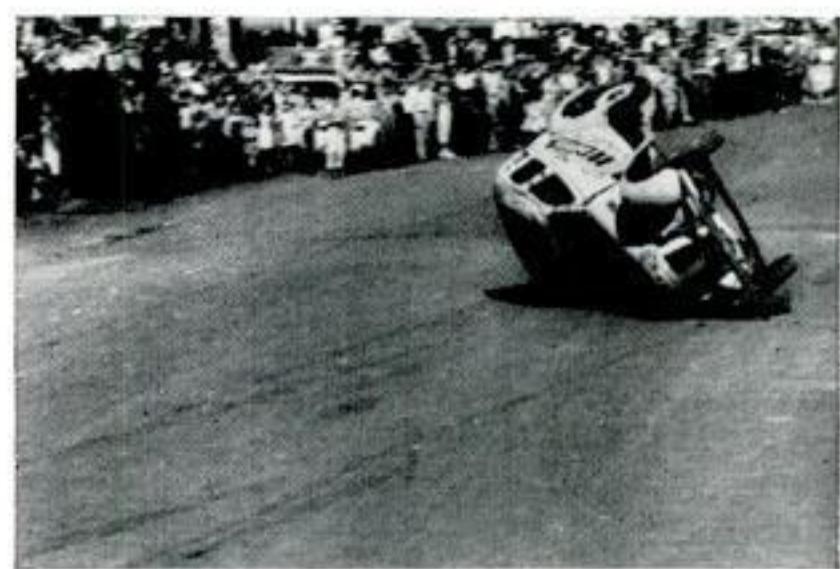
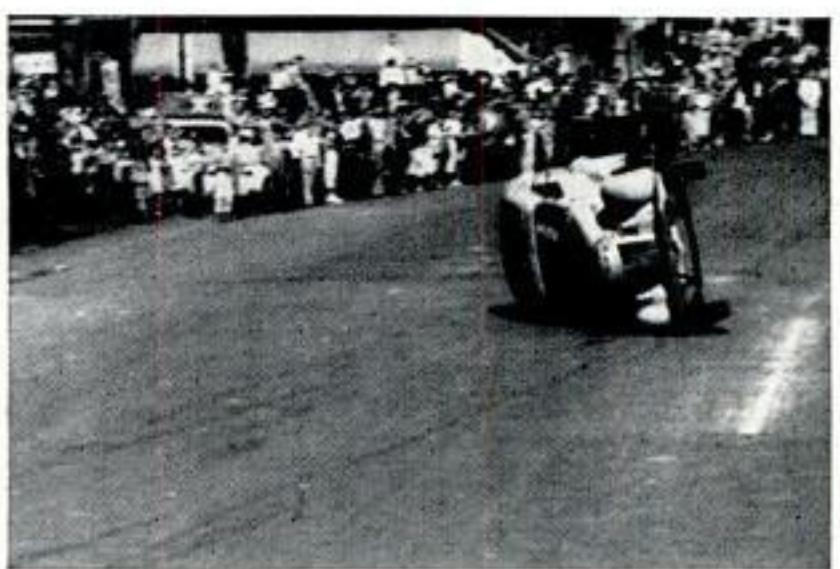
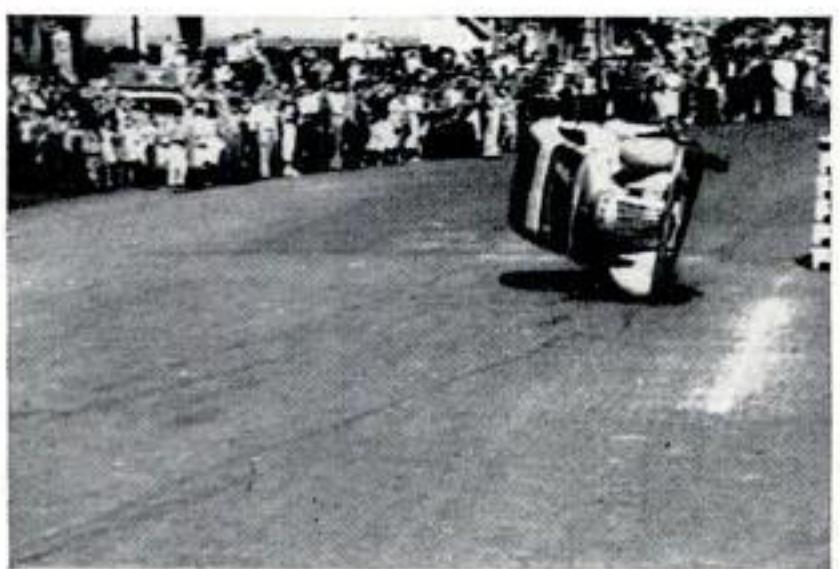
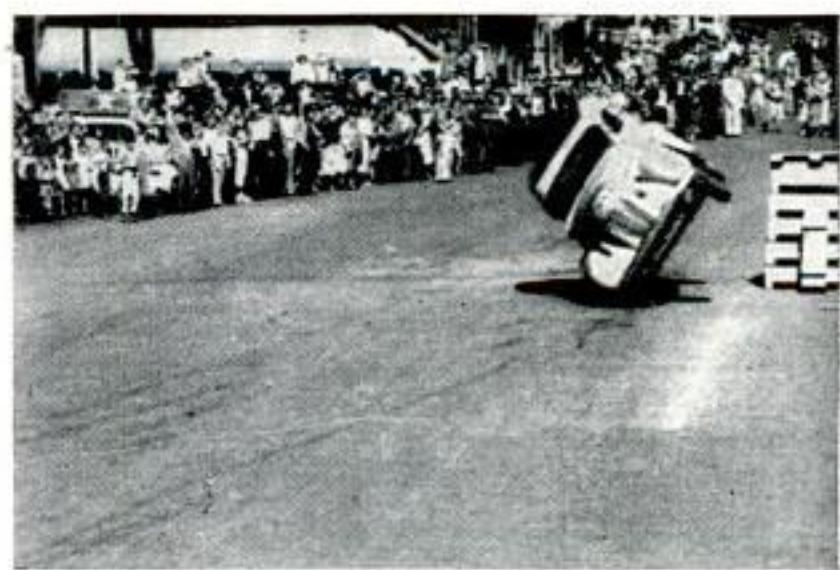
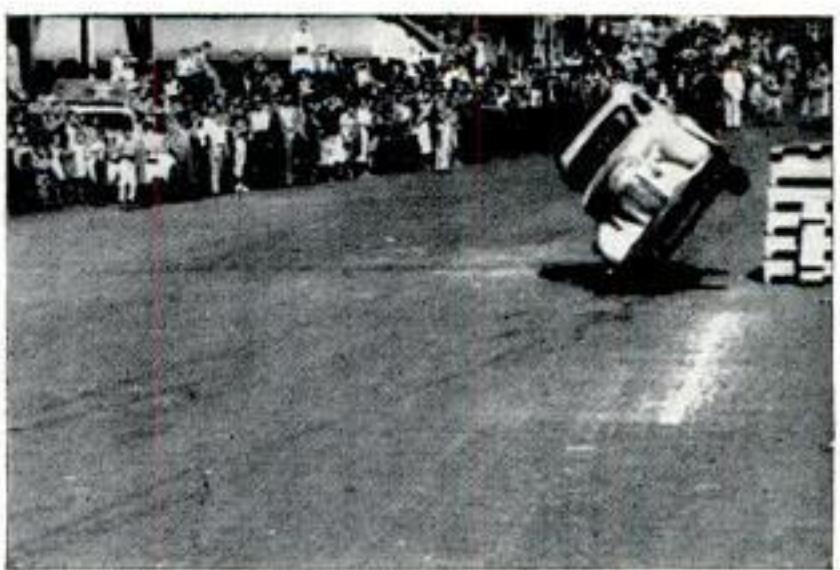
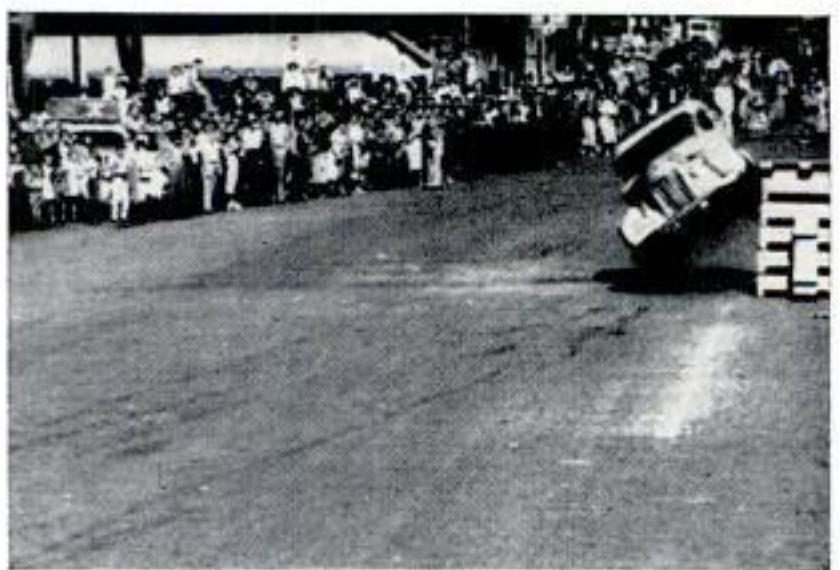
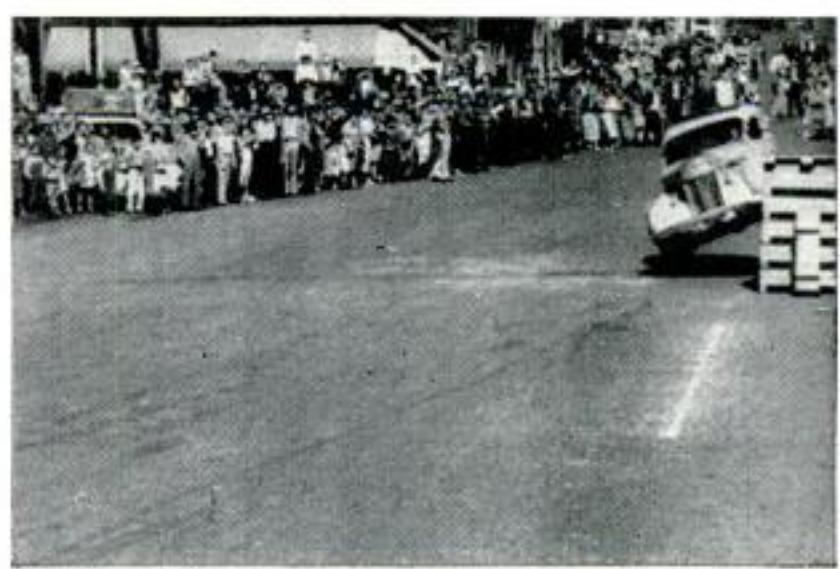
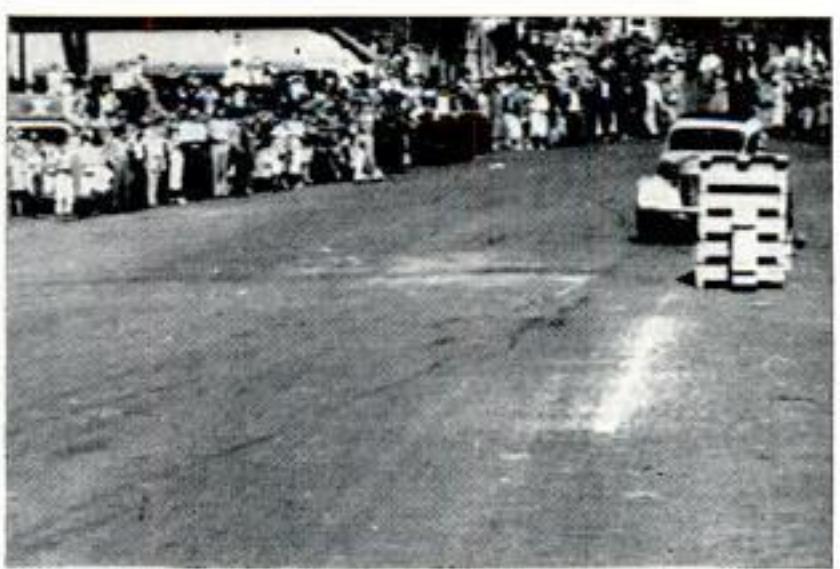


DAREDEVIL DRIVER GIVES HOME TOWN THRILLS AND HOLIDAY



WHEN "Lucky" Teter (*left*), crack daredevil driver, visited his home town of Noblesville, Indiana last year, everyone closed up shop for two days to watch him put his car through its phenomenal paces. Grantland Rice—Paramount Sportlight took the movie pictures shown here. Below, protected only by a football helmet, "Lucky" mounts a ramp at 65 m.p.h., hurtles through space, clears a truck, drives off. For such exploits: \$50,000 a year.





HERE "Lucky" Teter hits the ramp with his left wheels at 60 m.p.h., turns his car over on its side, slides 120 yards, turns over, drives off. Using chiefly Plymouths which he gets from the factory at cost, he bangs up 30 chassis a year, 50 or 60 bodies. For the benefit of county-fair crowds, his wife bids him a tearful farewell before his more spectacular stunts. In five years of weekly exhibitions he has had few bad accidents, no punctures.

"LUCKY" TETER TEETERS TO FAME AND FORTUNE AT 60 M.P.H.



Private Lives

In 1932 **Joyce Wethered**, who was the best woman golfer in the world when she quit competition in 1929, decided she did not want to marry a golfer and broke off her engagement to an expert amateur player named Hutchinson. Last spring, on a golf links, she met Sir John Heathcoat-Amory, who is a good golfer but much prefers shooting to golfing. On a golf links last summer she accepted his proposal of marriage. A short while ago she married him in London, drove off through



JOYCE WETHERED AND GROOM

huge cheering crowds to a West Indies honeymoon. Sir John's family fortune was and is made in lace manufacturing. His bride's family fortune was lost in the Krueger crash in 1932.

In Juarez, Mexico, Tanis Guinness Montagu, distant relative of the British brewing Guinesses, married **Howard Dietz**, popular-song lyricist (*Moanin' Low, Dancing in the Dark*) and publicity chief for Metro-Goldwyn-Mayer. In England, the forlorn **Earl of Carnarvon** thus came to know definitely and at last that Tanis Montagu was not going to marry him. Lord Carnarvon has been wanting Mrs. Montagu to marry him ever since she divorced her first husband, the second son of the Earl of Sandwich. Mrs. Montagu said "yes" a couple of times, "no" a couple of times and finally rushed down to Baltimore with the Earl last November to get married at the British Consulate. She dashed back unmarried a few hours later, handing the Earl the most blatant jilting the American press has had a chance to record in years. The press blamed it all on the Curse of the Carnarvons, supposedly brought on the Earl's family when his late father entered



THE EARL OF CARNARVON

the sacred tomb of King Tut in 1922, died a few months later. Mrs. Dietz, back home with her new husband, said she had already been planning to marry him even when she left the Earl waiting in Baltimore.

"I am fonder of my husband than of anybody else in the world. I am perfectly devoted to him. But his business separates us so much. . . ." So spoke Adeline Stilwell Moran Moffett, in announcing her plans to divorce **James A. Moffett** who resigned as Federal Housing Administrator in 1935, is now chairman of California Texas Oil Co. The Moffetts were married in 1934 in a civil ceremony. They were remarried in a Catholic ceremony only last November. Mrs. Moffett's first husband was the late Joseph F. Moran, rich shipbuilder. Mr. Moffett's first wife died in a fall from a window in 1934. It was a fall from a window, too, that killed young David Brooks, nephew of Lady Astor and



THE HOWARD DIETZES AT HOME

husband of Mr. Moffett's daughter, Adelaide, while on his honeymoon with Adelaide last November.

For eight months Indian **Joe Bighorse** languished behind the bars of a Tulsa, Okla. jail while the Office of Indian Affairs and a District Court argued over his alimony. When Joe was divorced from his fourth wife in 1935, the Court awarded his wife, a white woman, \$2,000 alimony. But the Office of Indian Affairs, which administers the money that dropped into Joe's lap when oil was found on his tribal lands, said Joe could not spend his money on alimony. The stubborn Court said he had to and put poor Joe in jail until the Government finally settled for \$500 alimony. Joe's first wife, a white woman, was divorced in 1925. She gets no alimony. His second wife died. His third, an Indian, was divorced and is supported by the Indian Office out of the money it administers for Joe.



MR. AND MRS. JAMES A. MOFFETT

Seven Rhode Island State Senators filed libel suits for \$10,000 each against Mrs. **Ellen French Vanderbilt Fitz Simons**, socialite Republican National Committee-woman from that State. The Senators accused Mrs. Fitz Simons of calling them "yellow dogs" because they had formed a coalition with Democratic State Senators.



JOE BIGHORSE

To Mrs. Fitz Simons this was high political crime, for she is an ardent Republican who last year defied the Democrats and their A. A. A. by threatening to plant more than her quota of potatoes on her Newport R. I. estate. Mrs. Fitz Simons' first husband was Alfred Gwynne Vanderbilt, whom she divorced amid great stir in 1908. Her



MRS. PAUL FITZ SIMONS

second marriage also created some stir, for she chose a husband many years her junior: Paul Fitzsimons, whose ancestor Christopher Fitzsimons of Charleston, South Carolina made millions out of ships and land and slaves before 1825. He changed his name to the less common Fitz Simons after marrying Ellen French Vanderbilt.

"There's Sure a Heap o' Livin' in a Pullman Car . . ."

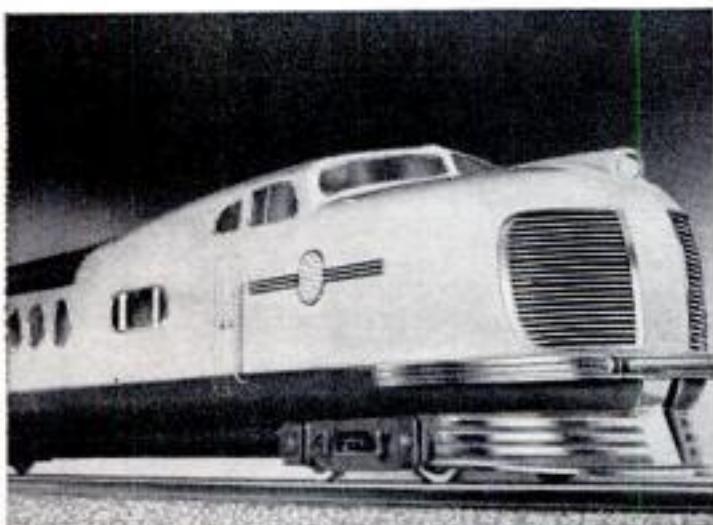
Writes EDGAR A. GUEST, Beloved American Poet



Mr. Guest writes as he rides.

"I reckon that in the last five years alone my Pullman travel equals five trips around the world, with enough left over for a round trip to Honolulu. I like to travel by Pullman because it's the friendly way, the comfortable way, to travel. And, what's mighty important, there's that blissful sense of security. You bet, I prefer Pullman!"

Edgar A. Guest



PULLMAN FIRST AGAIN

Always alert and progressive in improving its service and equipment for the welfare of its passengers, Pullman installed the first air conditioning equipment in a railway car, the biggest single step forward in the history of travel comfort. Pullman was first to develop and build a light-weight, high-speed, streamline train. The scientific tilt of the Pullman seat, the construction of mattresses for restful sleep—these and many other improvements exemplify the advancement of Pullman travel comfort into every corner of the modern Pullman car.

European Travel Never Like This.

Isabelle Allen, singing star of the Opéra Comique says: "My opera and concert work has taken me to many European countries, but I have never met the equal of Pullman standards in comfort, convenience and efficient service. Pullman travel is unique."



Easy to Travel with Children

"The kindly service one receives, and the comfort and convenience of traveling with children in a Pullman car is a delight no mother should deny herself," says Mrs. C. W. Staufenberg, club woman and civic leader, Glen Ellyn, Ill. "The reasonable cost has a strong appeal, also. We always go by Pullman."



Two nights a week, fifty-two weeks a year, Edgar A. Guest winds his watch, sets out his shoes to be shined, and rolls gratefully into bed with a "blissful sense of security"—in his air-conditioned "bedroom on wheels." He travels Pullman—Detroit to Chicago—for his weekly radio engagement. And he likes it!

The exhilarating, self-renewing comfort of Pullman travel is not an accidental thing. Pullman enlists every aid of science and engineering to bring it about, to re-construct, in railway travel, the comfort and convenience you enjoy at home . . . plus safety to passengers unequalled by any other form of scheduled transportation in the world. There was not a single fatality among Pullman passengers or employes in the 17 billion Pullman passenger miles traveled in 1935 and 1936.

Pullman travel has been substantially reduced in cost. You will find yourself able to adopt it—as so many others have—as your way of traveling, your means of getting from place to place in air-conditioned comfort and absolute safety. On your next trip, go the safest way!

Your ticket agent will be glad to supply you with complete information and the reasonable cost of the several types of Pullman accommodations, from the upper and lower berths to the spacious compartments and drawing rooms. Or write

THE PULLMAN COMPANY, CHICAGO



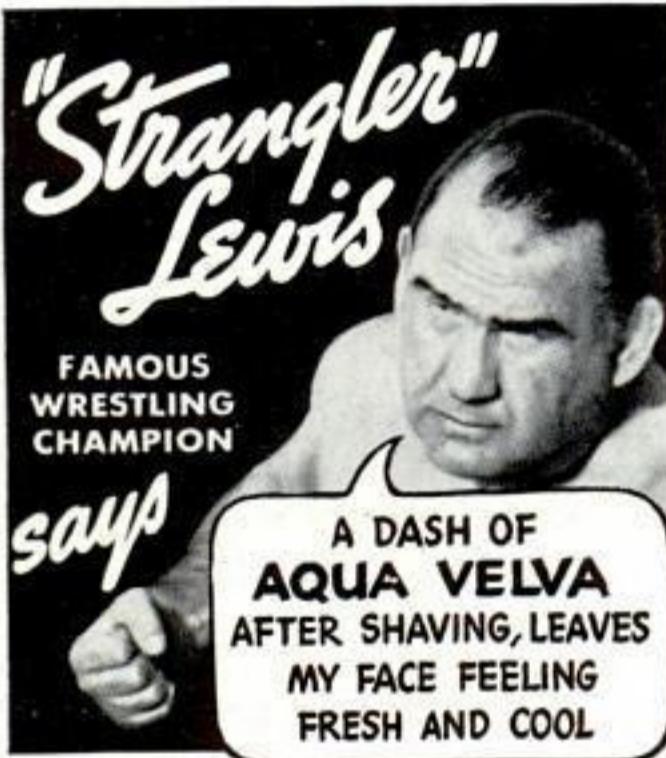
—THE SAFE WAY TO GO—AND THE SURE WAY TO GET THERE





PRACTICAL

Business men like The La Salle. Its rooms, its food, its rates. In the center of everything, a short walk to all important office buildings, banks, courthouses, retail and wholesale districts. Rooms and suites—newly furnished to a detail—the utmost in comfort. Restaurants, coffee shop, bars, the barber shop—as smart as they come. Theatres and movies nearby—or La Salle's new Blue Fountain Room is perfect for evening entertainment. Chicago's newest hotel—with service foremost in friendliness!



ASTRINGENT ACTION CLOSES SKIN PORES . . . FIGHTS OFF PIMPLES, SORE SPOTS

UNSIGHTLY skin irritations often result from dirt settling in pores opened by shaving in warm water. Aqua Velva is an astringent. Used after every shave, it closes skin pores, fights off infectious matter. Leaves face cool, refreshed.



The J. B. Williams Co., Glastonbury, Conn., U. S. A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

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L-3

LIFE

Vol. 2, No. 5

Feb. 1, 1937

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THE FRONT COVER IS A PHOTOGRAPH OF INDOOR TENNIS AT VASSAR TAKEN FOR LIFE BY ALFRED EISENSTAEDT

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LIFE'S PICTURES



WHILE Edgar Snow was taking LIFE's pictures of Chinese Communists (see pages 42, 43, 44, 45), missionaries erroneously reported his death in Shensi Province. An able author and newspaper correspondent, Photographer Snow has spent eight years in China.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (*left to right, top to bottom*), and line by line (*lines separated by dashes*), unless otherwise specified.

- 4—EUROPEAN, W.W.—*tl.* SOIBELMAN SYNDICATE
- 5—KEY.—W.W.
- 6—KEY.—B. ALLEN—MARGARET BOURKE-WHITE
- 11—INT.
- 12—MARGARET BOURKE-WHITE
- 13—PETER STACKPOLE *exc. l. rt.* MARGARET BOURKE-WHITE
- 14—THOS. D. MC AVOY—INT.—W. W.—PETER STACKPOLE, THOS. D. MC AVOY.
- 15—THOS. D. MC AVOY—*exc. l. lt.* INT.
- 16—W. W.—INT.
- 17—A. P.-P. I.
- 18—P.I., INT., W.W.—P.I. (2), ACME—P.I.
- 19—P.I.
- 20—INT.—GEORGE YATES, DES MOINES Register & Tribune
- 21—HAKKERUP STUDIOS *exc. l. rt.* P.I.
- 22, 23—ROBERT E. COATES
- 24—FAIRCHILD AERIAL SURVEYS
- 25—EISENSTAEDT-PIX—STEICHEN
- 26, 27, 28, 29, 30—EISENSTAEDT-PIX
- 31—EISENSTAEDT-PIX *exc. l. rt.* PEPITA PRANN
- 32—L. A. A., W.W.—W.W., INT.
- 33—L. A. A.-C. W. KRA USHAAR GALLERY
- 34—L. A. A.-FRANK K. M. REHN GALLERY, OWNED BY JOHN S. SHEPPARD
- 35—L. A. A. *l. lt.* OWNED BY WHITNEY MUSEUM OF AMERICAN ART
- 37—MARCH OF TIME
- 38, 39—COVERED WAGON TRAILER CO.
- 42, 43, 44, 45—EDGAR SNOW
- 46, 47, 48—LONDON FILM-P.I.
- 49—N. Y. PUBLIC LIBRARY, ACME
- 50—P. I. *exc. l. rt.* OTTO SALOMON
- 51—A. P.-P. I., P. I.—PIX, MME YEVONDE, P. I.
- 52—P.I.
- 53—*lt. col.* P.I.; *rt. col.* SOVFOTO
- 54—Illustrated WEEKLY OF INDIA—ACME
- 55—ACME—W.W.
- 56, 57—GRANTLAND RICE-PARAMOUNT SPORTLIGHTS
- 58—INT. *exc. top lt. and l. rt.* P.I.
- 60—HENRIETTE HERZ
- 62—A.P.-P.I., ACME—N.Y. Daily News
- 63—MC NUTT, ACME—INT., MC NUTT (2)
- 64—ACME *exc. cen.* and *top rt.* MC NUTT; *lt. cen.* A.P.-P.I.

ABBREVIATIONS: CEN., CENTER; COL., COLUMN; EXC., EXCEPT; L., LOWER; LT., LEFT; RT., RIGHT; A.P., ASSOCIATED PRESS; H. & E., HARRIS & EWING; INT., INTERNATIONAL; KEY., KEYSTONE; L. A. A., LIVING AMERICAN ART, INC.; P.I., PICTURES INC.; W.W., WIDE WORLD.

MORE MEDALS FOR FRANK LLOYD?



Frank Lloyd with Claudette Colbert
on "Maid of Salem" set

ONLY motion picture director in Hollywood to capture coveted motion picture academy award three times, Frank Lloyd, builder of "Cavalcade", "The Sea Hawk", "Mutiny On the Bounty", "Under Two Flags", is in the running for another trophy, according to West Coast critics who place his new Paramount thriller, "Maid of Salem", starring Claudette Colbert and Fred MacMurray, in the prize winning class. Diving deep into Colonial lore, Producer-Director Lloyd with his usual flair for hard hitting historical drama, pictures grand scale romance of Virginia cavalier who dares mob rule for what the better Seventeenth Century script writers called LOVE . . .



More Mutiny . . . The same kind of rough-and-tumble fighting which made picture-to-be-remembered "Mutiny On the Bounty" a direct attack on the nation's lower ven-

tricles peppers sequence after sequence of fight-filled "Maid of Salem." Director Lloyd proves our ancestors knew how to mix it in the clinches.

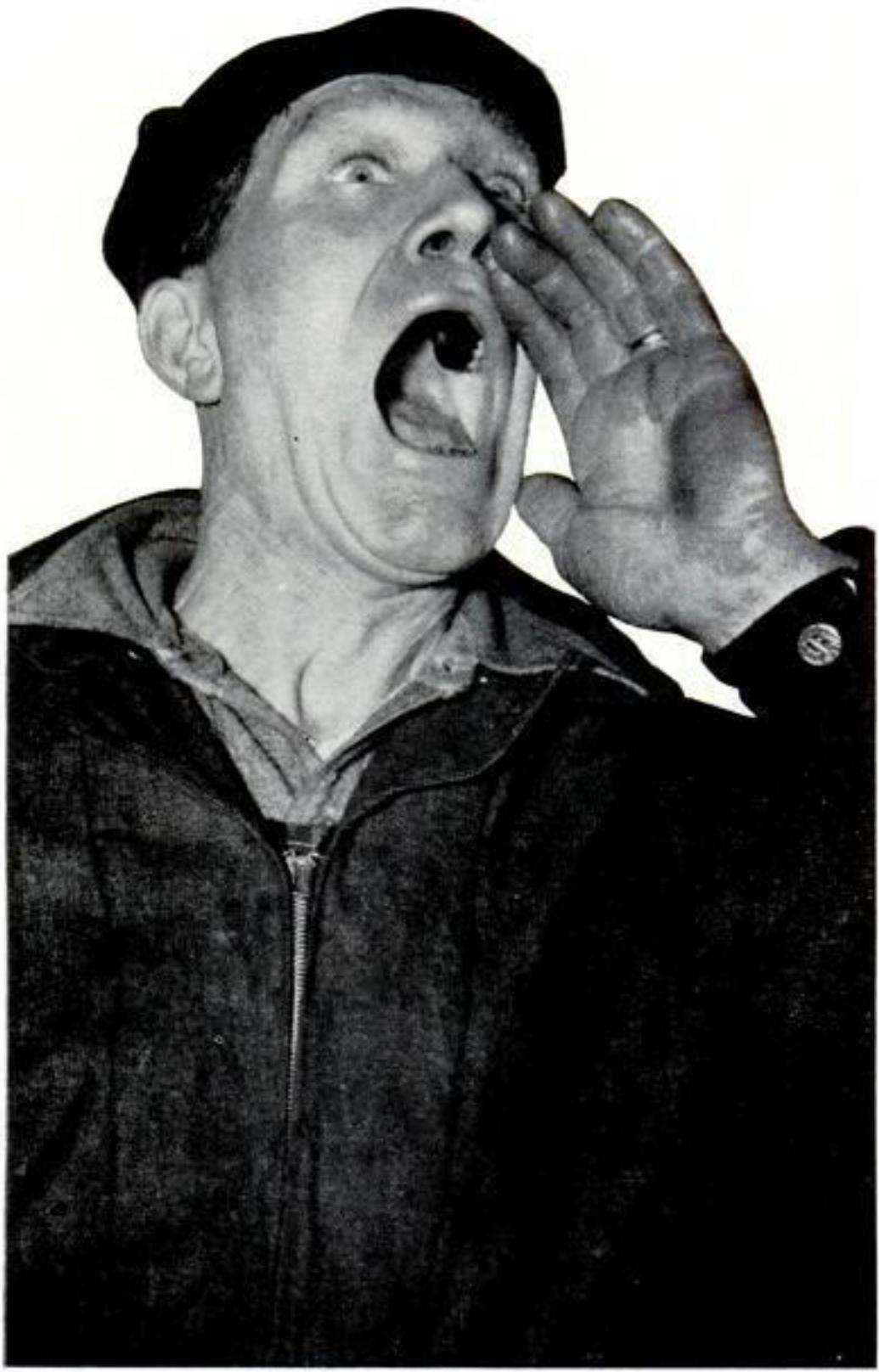


Love . . . Knowing Miss Colbert's dramatic powers (he directed her in "Under Two Flags"), believing MacMurray's jaw square enough for a hero, Frank Lloyd gives fan-popular-

duo lead roles. Above is typical Colbert-MacMurray love scene. Unkempt, rough-and-tumble hero tells petite, winsome New England maid what makes the world go round.



Scram ! ! ! Fred MacMurray slices his way through the opposition for the love of a lady fair.



Champion hog-caller of Ohio, Tom Bevington, masterfully called eight bewildered pigs to his side at the Waldorf-Astoria.

Life *Goes to a Party*

At the Waldorf with Elsa Maxwell, a champagne cow, and eight pigs.

SPECIAL parties are attended by special people. As catholic as it is sophisticated, the cross section which enjoys Manhattan's most brilliant and colorful affairs includes many a substantial citizen, a good sprinkling of Hollywood and Broadway topnotchers, a handful of foreign titles, a smattering of esthetes and wits. The task of keeping this heterogeneous set amused has in recent years been successfully assumed, for a price, by Elsa Maxwell. Latest and most inventive Maxwell party was a barnyard dance she gave Jan. 16 at the fashionable Waldorf-Astoria. Some 400 sophisticates turned out in calicoes, diamonds, ginghams, emeralds, overalls, rubies and Tyrolean costumes left over from last season (see below). Honor guests were eight pigs (one of which misbehaved badly), two cows, a calf, two sheep, 24 chickens, six geese and two donkeys.



A real farmer, complete with cow, pig, checkered shirt and corncob pipe, was Hostess Elsa Maxwell at her own party.





Old-fashioned underdrawers and similar garments hung on the clothesline to help the barnyard illusion at the Maxwell party.



A sophisticated scarecrow was Cecil Beaton, whose camera and water-color portraits are fashionable on two continents.



Champagne flowed freely from this papier-mâché cow, which was milked at the rate of 16 times a minute. Here Miss Maxwell plays dairyman.



Milk flowed freely from this real cow, here shown catering to its thirsty calf off the Waldorf ballroom. Both enjoyed the party hugely.



No Maxwell party is complete without society reporters. At center: Mr. Hearst's "Cholly Knickerbocker." Left: Mr. and Mrs. John Hearst.

Calico tablecloths struck the proper rustic note at the barnyard party, where baked beans and country sausage were served at 3 a. m.

Life's Party

(CONTINUED)

Some notable "farmers" at the
Maxwell barnyard frolic



Hollywood: Kay Francis, D. Fairbanks.



Broadway: Bert Lahr, Beatrice Lillie.



Hayseeds: Constance Bennett, C. V. Whitney.



Society:
Mrs. Carroll Carstairs, Prince Serge Obolensky.



Milkmaid: Mme Prochet watches Fredric March light up.



Peasants: N. A. Bogdan, Rosamond Pinchot.



Rustics: Count Moltke, Barbara Cushing.



DON'T LET THIS HAPPEN TO YOU

LEAVES go with the autumn winds; but Nature replaces them in the spring.

Not so with the hair on your head; once gone, it's gone forever. And with it goes the confident look of youth.

So help the hair you have with Kreml, America's most successful hair tonic.

Kreml will remove every trace of dandruff.

Kreml stimulates the scalp, helps cleanse the pores, checks falling hair.

Kreml is invigorating, lends the look of lustrous new life and vitality to the hair.

Kreml also makes it soft and pliable, easy to comb, and keeps it neatly in place without plastering it down like gigolo grease.

Women, too, love Kreml—for the alluring sheen it imparts to the hair—for helping to overcome dryness and brittleness after permanents.

Ask your druggist for Kreml; tell your barber to use it after the haircut.

Kreml Shampoo, too

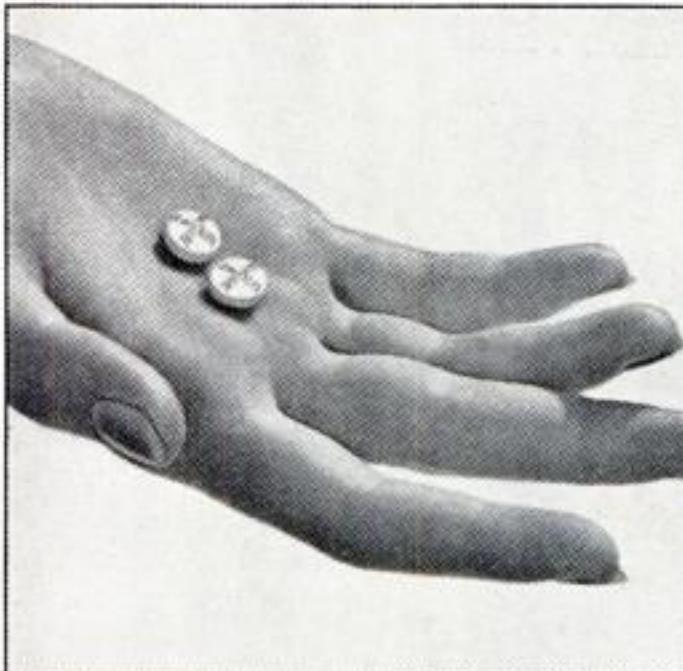
Made from an 80% olive oil base, Kreml Shampoo gives lashings of soft, rich lather—rinses out in a wink—leaves the scalp and hair fresh, clean, invigorated.

KREML

REMOTES DANDRUFF AND CHECKS FALLING HAIR
NOT GREASY—MAKES THE HAIR BEHAVE



15¢ - Price Now of Famous Cold Remedy



1. Take 2 BAYER ASPIRIN tablets and drink a full glass of water. Repeat treatment in 2 hours.



2. If throat is sore, crush and stir 3 BAYER ASPIRIN tablets in $\frac{1}{3}$ glass of water. Gargle twice. This eases throat rawness and soreness almost instantly.

Genuine Bayer Aspirin the Thing to Take for Fast Relief



Instead of buying costly medicines for the discomforts of a cold, try the way nearly any doctor you ask will approve as the modern way—BAYER ASPIRIN. It is perhaps the most famous and most widely used of all cold remedies today—yet costs only 15¢ for a dozen tablets or two full dozen for a quarter anywhere in the United States.

The way you use it is this: Two BAYER tablets when you feel a cold coming on. Take with a full glass of water. Then repeat, if necessary, according to directions in each package.

This will act to fight fever, and the aches and pains which usually accompany a cold. Relief comes rapidly.

Get the genuine BAYER ASPIRIN by asking for it by its full name: not by the name "aspirin" alone.

15¢ FOR A DOZEN

2 FULL DOZEN FOR 25¢

Virtually 1¢ a tablet





*This Beauty Secret
IS SO SIMPLE*

YOUR eyes are your most important beauty feature. Frame them properly, charmingly, with long, dark, lustrous lashes—best achieved with a few simple brush strokes of Maybelline's new Cream-form or popular Solid-form Mascara.

★ At last—end all worries about having pale, unattractive lashes, or that conspicuous, hard, "made-up" look. Darken your lashes with Maybelline—non-smarting, tear-proof, absolutely harmless. Easy to apply. Creamy-smooth in texture. Tends to curl lashes into lovely sweeping fringe. Reasonably priced at leading toilet goods counters.

★ Form graceful, expressive eyebrows with the smooth-marking Maybelline Eyebrow Pencil. Blend a soft, colorful shadow on your eyelids with the pure, velvet-soft Maybelline Eye Shadow—deepens, accentuates the color and sparkle of your eyes.

★ You'll adore all the delightful Maybelline Eye Beauty Aids. Preferred by more than 10,000,000 discriminating, style-conscious women. Generous introductory sizes at 10c stores. Try them today—you'll be delighted!



Maybelline popular new Cream Mascara in Black, Brown or Blue, with brush in dainty zipper bag. Easily applied without water. 75c.



Maybelline smooth-marking Eyebrow Pencil. First choice the world over. Black, Brown or Blue.

Maybelline pure creamy Eye Shadow, in five subtle, becoming shades—Blue, Blue-Gray, Brown, Green or Violet.



Maybelline
THE WORLD'S LARGEST SELLING EYE BEAUTY AIDS

LETTERS TO THE EDITORS

Namesake

Sirs:

How would you like to have the picture of the Life family? I think there are only three in U.S. that I know of. I travel in the State of Washington for Loose-Wiles Biscuit Co. and I have been asked thousands of times if I have any connection with LIFE magazine. I always tell them the magazine is my namesake.

CHARLES E. LIFE

Wenatchee, Wash.

LIFE would be glad to have a picture of Mr. Life and his family.—ED.

Glider over Fujiyama

Sirs:

The "Japanese military plane over holy Fujiyama" (Jan. 11 issue) is in reality a German glider flown by the famous German soaring pilot, Wolf Hirth.

RALPH S. BARNABY

Lieutenant Commander Soaring Society of America, Inc. Pensacola, Fla.

Sirs:

Being an aeronautical engineering student at the University of Michigan, and trained in the recognition of all types of planes, I take it upon myself to inform you that the photograph on page 41, Jan. 11 issue of LIFE, is not a Japanese military plane, but a glider. The absence of a motor, the general shape of the craft, and the single wheel landing gear placed far back under the fuselage, all characterize the glider.

It is true that the Japanese are given their first training in a glider, thus making the caption read true that it is a military craft, but a glider is not a plane.

D. J. REISINGER
Ann Arbor, Mich.

LIFE's editors still have much to learn about distinguishing aircraft at a distance.—ED.

Five-Dollar Bench

Sirs:

Words fail to express my enthusiasm for your truly wonderful magazine.

While looking through the issue of Dec. 14, my attention was particularly arrested by a spectacular double page photograph. In commenting on this picture, you say in substance that this beautiful structure for *Lost Horizon* was built complete to the last water lily in Hollywood and that it cost \$250,000. While the general architectural treatment is not in any sense Tibetan, it nevertheless has a delightfully exotic and oriental flavor. I wish to direct your attention to the principal object or accessory in the picture, a stone bench in the immediate foreground on which are seated the principal characters in the play. This is a cheap concrete bench of stock design of which thousands have been sold in California, and an exact replica of which is in my own garden and cost less than five dollars. It is such inexcusable incongruities that frequently detract from my enjoyment of an otherwise fine picture.

RICHARD S. REQUA
San Diego, Calif.

Henie plays Badminton

Sirs:

Sonja Henie may play croquet as well as tennis, but why mention either in connection with the pictures on pages 58 and 59 in your Jan. 11 issue of her in action on a badminton court. She's even holding a bird in her hand.

EDWARD M. POWELL
Philadelphia, Pa.

Sirs:

It's a swell magazine, and I enjoy it tremendously, but why picture Sonja Henie playing badminton, and then say below that "Sonja plays tennis . . ."

W. T. TEAS
Nashville, Tenn.

Sirs:

What she really is playing is badminton.

RHODA CASTOR
Albany, N.Y.

Sirs:

The game Sonja is playing is not tennis but badminton.

T. M. GRIFFITHS
Montrose, Colo.

All thanks to 27 other readers who called attention to what was obvious in the picture.—ED.

Photos from Balloons

Sirs:

The various copies of LIFE get more interesting with each issue. To those of us who have more or less grown up with the processes of modern photography, there is always a new and interesting thrill in getting the unusual photograph.

I have an interesting correction to offer you in the last portion of the explanatory paragraph of page 5 of January 11th issue relating to the first aerial photograph as taken by Paul Nadar in 1886.

I would call your attention to a most interesting article published in the Boston *Herald* of October 16, 1860. This article relates to what may be one of the first aerial photographs taken from a balloon in the United States. I have at hand a screen cut impression of a view of Boston taken from a balloon by Professor Samuel A. King and J. W. Black on a wet collodion plate in 1861.

The Photographic News of 1863 states that Nadar and Goddard of Paris had attempted balloon photography in 1858 but without success. References grow rapidly from these early years.

In this country there also seems to be some positive evidence that either the work of Brady or others did some little balloon photography during the Civil War. So far as I am aware, none of these photographic records, which seem to have been taken in the vicinity of Richmond, Va., have been preserved.

W. N. Jennings, photographer of Philadelphia, in co-operation with Professor Samuel A. King seems to be the next ardent aerial photographer of the United States. His work is spread over a period of years and the quality of some of the prints which I have seen are very good, even when judged by standards of today.

LLOYD M. LONG
Dallas, Tex.

San Diego CALIFORNIA



Traced in a pattern of semi-tropical enchantment, SAN DIEGO spreads fan-like 'round a great landlocked harbor of the sun . . . California's first port of call from the Panama Canal.

You'll like SAN DIEGO . . . its topographical charm, its historical background, its modern development and the ease in living that its year-round equable climate provides.

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AMAZING NEWS !**

You may hear like normal again! Amazing new instrument releases deaf from misery and embarrassment. The Godsend, new Scientific Electrical Hearing Aid, is guaranteed to give you same strain-free power to hear as instruments selling for \$85.00 to \$175.00. PRICED AT ONLY \$19.75, complete! Backed by \$1,000.00 Money-Back Guarantee. Now you may enjoy sermons from back of church, lectures, conversations, radios, movies. Complete with Microphone, Powerful Amplifier, Batteries and TWO Appliances for BONE or AIR CONDUCTION, both for less than the usual price of only ONE. Music and words heard distinctly from all directions, at close range or from distances. No distortion—no head noises. Instrument is light-weight, easily concealed in clothing, no more noticeable than a pair of glasses. Write quick for FREE DETAILS, sent in plain envelope. Godsend Company, Dept. S-439, 4204 Davis Lane, Cinn. Ohio.

PICTURES TO THE EDITORS

Ghat on Ganges

Sirs:

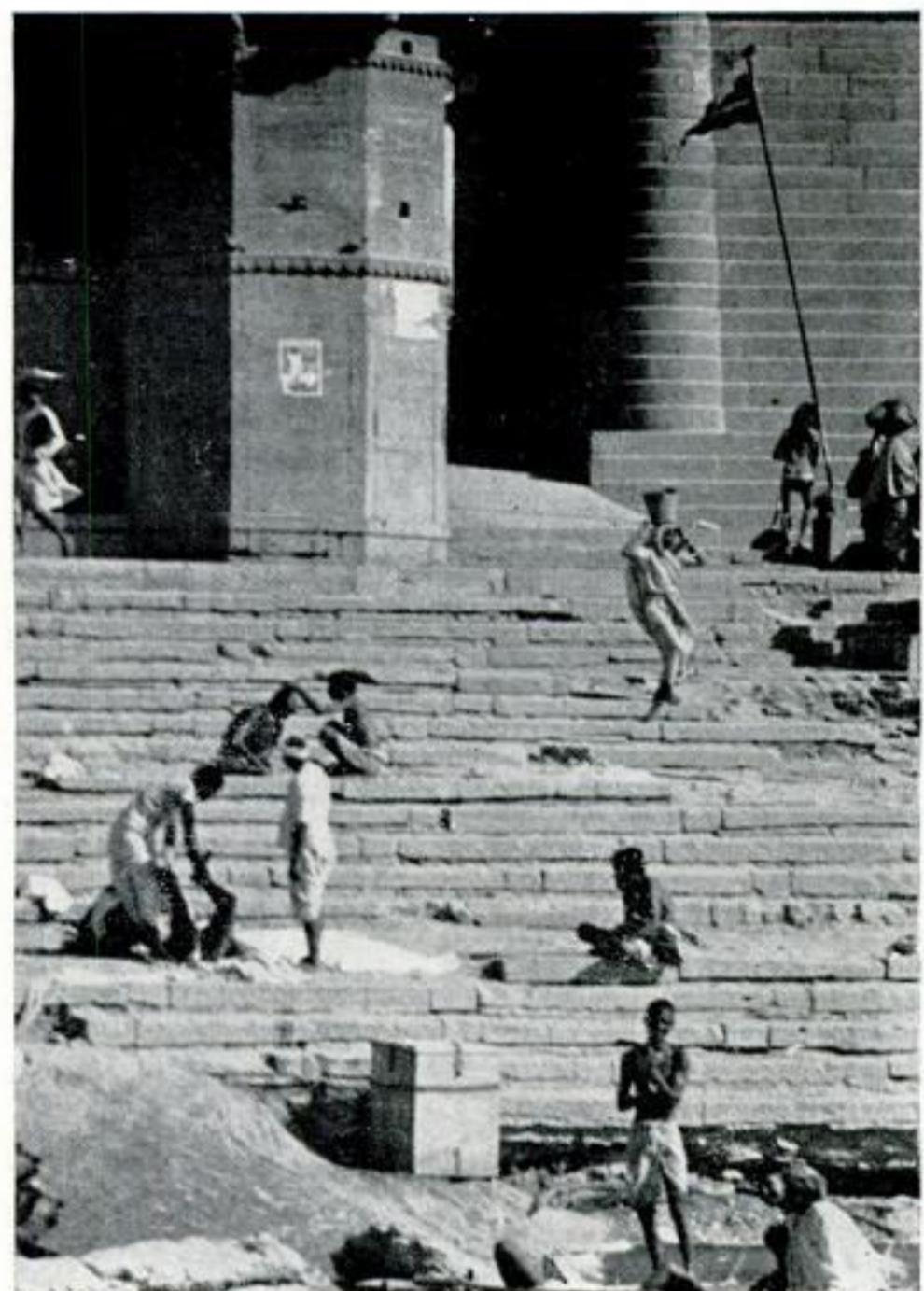
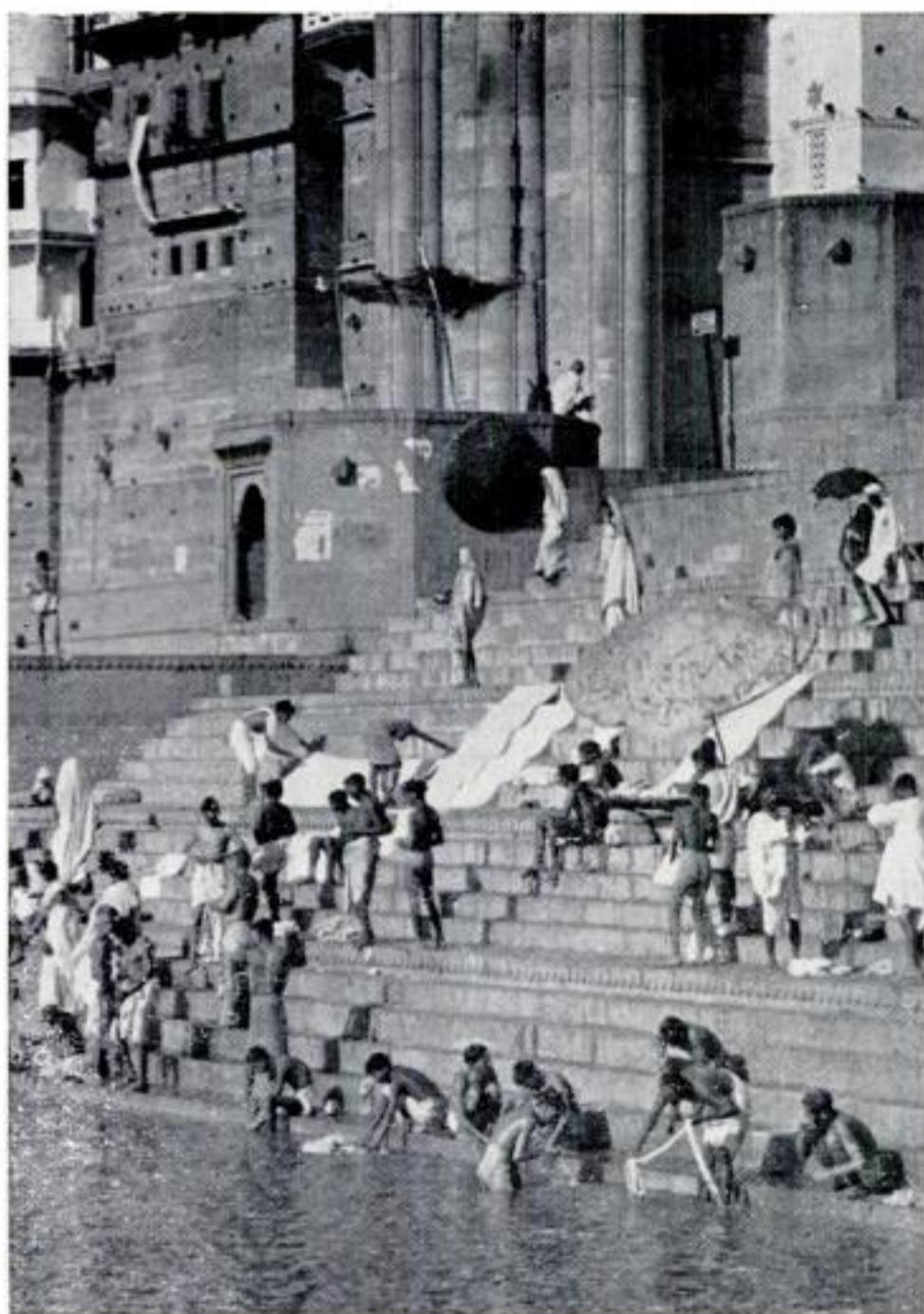
I have just completed a tour around the world making a motion picture and still record for a large American industry. From my collection I have selected a sequence that I felt might be along the line desired for your publication. They are pictures of cremation on the Ganges: 1) steps at Benares, 2) dead Hindu being prepared, 3) breaking his legs, 4) placing on funeral pyre, 5) the burning.

Chicago, Ill.

ACE WILLIAMS

Unbelievable to Westerners are the ways of India. There, some 350,000,000 people crowd as thick as maggots. Hinduism, their chief religion, is a carry-all for half a hundred gods. They have 220 languages and no word for India. They are divided into 2,400 rigid castes, to get out of the crush and save their souls. They have probably the world's greatest capacity

for Faith. They believe in the sanctity of cows and of the great River Ganges. Small children "remember" their previous incarnations. The dead are burned. Holy men smear themselves with cow dung. Girls are mothers at 12. Superstition outranks sanitation. And yet withal Indians are perhaps the most intellectual people on earth.—ED.



1 Along the water front at Benares, sacred city of India, the natives gather at the temples to worship and bring their dead to the ghats for burning. On the steps under huge umbrellas sit the priests, blessing for a consideration each pilgrim who bathes.

2 Brought possibly from a great distance, this dead native lies on the banks of the Ganges. As his winding sheet is being prepared, passersby give his naked body no more attention than the dozen like him that lie on other ghats.

3 Attendants flex the dead man's muscles, often break his arms and legs. This is to prevent him from sitting up on his pyre as often happens under the intense heat. The boat brought the body down the river. Behind, a local barber serves a fastidious worshiper.



4 The funeral pyre is ready and the corpse is lifted on. Helping the attendants is the nearest living relative (with head shaved) who will walk around the pyre five times, praying and carrying in his hand a lighted brand. At the end he will clap a handful of moist bread on the corpse's mouth (to last him on his journey) and will then apply the brand.

5 The culmination of a lifelong desire: cremation on the banks of the Ganges. The thin shroud has burnt off parts of the body. The wood on top will help stop the muscles flexing the body into a sitting position. Below lies the sacred Mother of Rivers and in a few hours, this man's ashes will be scattered into her embrace.



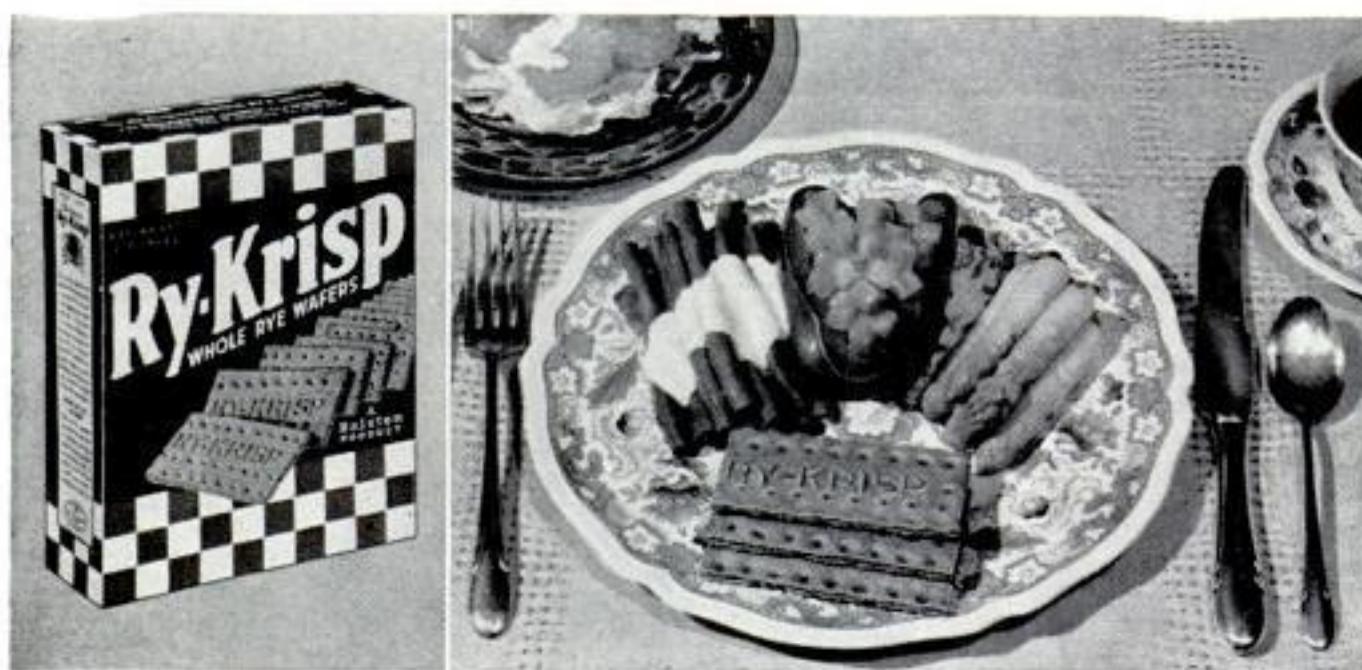
Advertisement

LIFE'S LITTLE LESSONS



written for the feminine readers of Life — especially those who think or know they are too fat.

LESSON No. 1. *Pounds off your Figure means Years off your Age.* This little lesson is taken from the life of Marion Talley, famous radio and screen star, who is glorious proof that a slim new figure can make a woman look and feel 10 years younger. At the left, we see Talley as a plump Metropolitan Opera soprano of 19. At the right — Talley at 29, radiantly slender, younger looking than she was 10 years ago. "And reducing was fun!" says Marion. "I just followed the Hollywood Habit."



LESSON No. 2. *Eating Ry-Krisp every day helps keep excess weight away.* The Hollywood Habit — as many movie-stars can tell you — is to exercise moderately, eat sensibly and use Ry-Krisp as bread at every meal. The only difficulty is in trying to keep these brittle-crisp whole-rye wafers in the house. They taste so good with any food, any beverage that everyone goes for them and the box is empty in no time at all.



Hear Marion Talley Sing
Every Sunday afternoon, 5 P. M., EST,
NBC Red Network

LESSON No. 3. *Take a tip from Talley who tips the scales at 107.* "When the movie folks told me about Ry-Krisp," says Miss Talley, "I couldn't believe that anything so delicious could help me reduce — but I tried it and soon was down to 107 pounds and never felt better in my life." The secret, of course, is that Ry-Krisp — a wholesome and nourishing food — is low in calories, filling but not fattening. Try a box today.

PICTURES TO THE EDITORS (CONTINUED)



Harvard Protection

Sirs:

This photo was made at 1 a. m. Thursday morning Jan. 8, showing how Colonel Charles R. Apted, head of the Harvard Yard Police protects Harvard students when they get into trouble. At left is a Cambridge, Mass., policeman.

In center is the Harvard student, and holding him close is the famous head of the Harvard Yard Police. The student is being ushered out the rear door of Cambridge Police Station, after being bailed out.

FLO CALLAHAN

East Boston, Mass.

Blarney Racket?

Sirs:

I enclose photographs of the only way in which the Blarney Stone can be kissed. All photographs showing people lying on their stomachs to kiss the stone are wrong. You have to lie on your back. Then you must be lowered about five feet through a hole in the roof of Blarney Castle with someone holding your legs. After you are far enough down, you must then crane your neck upward and kiss the bottom of the stone. The fact that thousands have kissed it and left it marked with lipstick and germs is not important. Next you are pulled up to the roof feeling like a perfect damn fool, which of course you are. Until recently when I visited Blarney

Castle I thought the Blarney Stone ran back into the dark ages. But the guide told me that it is of comparatively recent origin. He called it a racket. He told me that Blarney Castle was bought about 50 or 60 years ago by a man who conceived the idea of attracting people to the castle, not for a fixed admission price but for a voluntary fee. He cooked up the idea that if you kissed the Blarney Stone you would gain the gift of gab. With the help of a good press agent he spread the story all over the world, and suckers have been kissing the stone and risking their lives ever since. You can enter the castle free of charge, but if you are decent you will pay someone a tip.

R. H. COCHRANE JR.

New Rochelle, N. Y.

An American tourist takes his turn at kissing the Blarney Stone. Only thing between him and the earth, 70 feet below, are two small iron bars.



This young American girl firmly plants a kiss on the Blarney Stone. Two natives hold her feet to keep her from slipping.

To help you keep them strong and sturdy...



WE CREATED A New-Type Margarine .. THIS WHOLESOME, NOURISHING NUCOA !

THOSE precious children of yours . . . Nothing in all the world is too good for them! Yet what a problem it is to give them a well-balanced diet, and still keep within your budget!

Perhaps you have hesitated to economize by serving them a margarine as a spread for bread. And it is for just such careful mothers as you that we created wholesome, nourishing Nucoa.

For Nucoa is a new kind of margarine . . . developed after years of research. A delicious vegetable margarine, churned in fresh, pasteurized milk. It has been approved by Good Housekeeping Bureau and accepted by the American Medical Association, Committee on Foods.

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Every pound of Nucoa supplies 3400 food-energy calories . . . as many as the most expensive spread for bread. And so, Nucoa fits perfectly into a balanced diet as a wholesome source of food energy.

Why don't you try the new Nucoa? See how fresh and sweet it is . . . always the same high quality, month in, month out. See how your family will love it on breads . . . what rich, luxurious cakes it makes . . . how it enriches hot vegetables with its creamy goodness!

Of course, Nucoa—the wholesome new margarine—costs slightly more than ordinary margarines . . . Yet it saves you up to 14¢ a pound over the most commonly

used spread for bread. Nucoa brings you a *quality* spread that helps cut down your food bills. Why not try a pound today?

Nucoa comes to you a natural, creamy-white color. For table use it can easily be tinted a tempting golden-yellow. Just blend in the color wafer that comes with every package.



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Churned by the makers of Hellmann's and Best Foods Real Mayonnaise

FOR DIGESTION'S SAKE... SMOKE CAMELS!

"That tells one big reason why I smoke Camels," says SIG BUCHMAYR, skiing wizard

THREE are many hazards in skiing," continues Buchmayr, shown executing a difficult jump turn (right) and enjoying Camels "for digestion's sake" during a hearty meal (below). "Skiing takes a healthy set of nerves and good digestion. I smoke Camels a lot. I know they don't get on my nerves. And they help my digestion. Camels and food are always in the same picture where I'm concerned. I wouldn't enjoy my meals as much if I couldn't smoke Camels at my meals and afterwards. Camels set me right! Lighting up a Camel seems to give me new 'zip.'"

Vigorous, active people—in sport, society, and the world of work—count on healthy nerves and proper nutrition to see them through. Take your cue from them and make Camel your cigarette. Camels set you right!



CHAMPION GIRL BRONC BUSTER.

Alice Greenough's digestion must stand up under terrific pounding and jolting. Does she smoke? "Of course," says this attractive rodeo star. "In fact, Camels are one of the big pleasures in my life. 'For digestion's sake—smoke Camels' is a rule with me at every mealtime."



WHEN YOU SMOKE CAMELS at your meals and enjoy more Camels afterwards, digestion gets a welcome "lift." The flow of digestive fluids—the alkaline digestive fluids so vital to proper nutrition—speeds up. Strain and tension are lessened. And you have a delightful sense of digestive well-being. Camels are better for steady smoking. They don't get on your nerves—tire your taste—or irritate sensitive throats.



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